

Consumers Union

R E P O R T S

VOL. 6, NO. 9

SEPTEMBER 1941



CIGARETTES

ICE CREAM MIXES

SHAVING SOAPS
LATHERING AND
BRUSHLESS CREAM

STOCKING SAVERS

HOW TO BUY COAL

DO CLEANSING
POWDERS SCRATCH

SCALP DISORDERS



Why We Publish Labor Notes . . .

EVER since the first issue of CU *Reports* in May, 1936, Consumers Union has been publishing information on the labor conditions under which consumer goods are made. And since May, 1936 criticisms worded something like this have been coming into our office: "Your job is to help consumers, not workers; the workers have unions and can take care of themselves." But the critics miss an important point.

The job of CU (quoting from its charter) is "to initiate, to cooperate with, and to aid individual and group efforts of whatever nature and description seeking to create and maintain decent living standards for ultimate consumers."

There are several ways of doing this. One of them is to give consumers information which will help them buy their food, clothing, household supplies, &c., more intelligently and thus more economically. They can make their dollars stretch farther and that certainly helps to maintain or raise living standards.

This sort of task is CU's main job—to test and report on consumer goods. And when the tests are finished and the results take the form of technical brand ratings, nothing is considered except the characteristics of the products themselves. As we

said in last month's issue of the *Reports*, and as we have said hundreds of times before: *Nothing influences our ratings except the product itself.*

But the directors and the staff of CU don't feel that their job is completely done when they've provided information on how to save pennies or dollars by buying one brand instead of another. "Decent living standards for ultimate consumers" won't be maintained simply by reporting on the quality and price of products.

All the technical information in the world won't give enough food or clothing to a family with an income of fifteen or twenty dollars a week. An honestly alert consumers' organization is obliged by its very nature to do what it can as a consumer organization to help workers get a decent income. And it can do this by informing consumers of the conditions under which consumer goods are produced.

We brought our position out clearly in the first issue of the *Reports* (May, 1936), and we want to re-emphasize it now. At that time we declared:

"By reporting on the labor conditions under which consumer goods are produced; by letting consumers know what products are manufactured under good labor conditions so that when possible they can favor them in making their purchases; by letting them know what products are produced under unfair conditions so that consumers can avoid such products, Consumers Union hopes to add what pressure it can to the fight for higher wages and for the unionization and the collective bargaining which are labor's bulwark against declining standards of living."

Unions understand the value that consumer organizations can have in helping them in their struggle for decent wages and working conditions. But sometimes they forget the other side of the picture—that they must enter the struggle for higher living standards as consumers, too. For their standard of living depends not only on the number of dollars they earn each week but also on the quantity and quality of the goods those dollars can buy. As someone has pointed out, the worker is caught between the converging blades of a pair of shears—the one blade, declining income; the other, rising prices and lowering quality.

From the worker's point of view it comes down to this: fighting for higher wages is not enough. Workers must fight also for fair prices and good quality in the products they buy.

After all, by and large, the consumer and the worker are the same person. And there's every reason in the world why consumer organizations should help workers' organizations, just as workers' organizations should support the consumer movement.

... And Prices Keep Rising

WHEN the Administration's price control bill was introduced in Congress, August 1, consumers began to hope that a stop might be put to the skyrocketing of commodity prices.

The bill wasn't perfect from the consumers', or anybody else's, point of view, but at least it was a step in the right direction. It promised action, which is what the country needs—quickly.

Now it looks as if that action will be postponed for months. The House Banking and Currency Committee decided the middle of August to suspend hearings on the bill until September 15. After the hearings are completed, there will probably be a long period of wrangling in the House and Senate before the bill, in some form or other, is finally passed.

And in the meantime, prices won't stop rising. They'll keep going up and up, and the amount of goods consumers can get for their money will keep going down and down.

Retail prices have begun to reflect seriously rises in wholesale prices (50% in various basic commodities since the beginning of the war). In the last three months (according to the Fairchild Index) retail prices have risen over 4%, and particular items have risen even more. Furniture retail prices have jumped 8% since May 1, and cotton wash goods, over 8%. And these retail rises are the result of wholesale price increases of last Spring; when present wholesale price increases are transferred to the retail market this Fall and Winter, consumers will have something far more serious to worry about.

Without question, the House Banking and Currency Committee deserves severe censure for delaying the passage of a bill of such immediate importance for millions of American consumers. According to the *Journal of Commerce*, the Committee's action is "indicative of the coolness of the Committee toward the measure."

Moreover, the Committee didn't make much progress in the two weeks during which they held hearings. Most of the time was spent questioning Leon Henderson, head of the Office of Price Administration and Civilian Supply, who is in charge of present government efforts to control prices, and who presumably would have something to do with regulation under the proposed bill.

In questioning Henderson, the Committee did a fine job of keeping away from the real issues involved in the bill. Besides repeatedly asking why wages weren't to be regulated and whether curbing speculation wouldn't lead to the "destruction of free enterprise," the Committee wasted valuable time in simply hazing Henderson.

He was asked whether he would continue to hunt down business men like foxes; whether Ernest Bevin, Minister of Labor in Churchill's cabinet, would have the power to direct the Archbishop of Canterbury to work in the coal mines; whether there would be "mass shooting" of the heads of textile companies if one operator were found guilty of violating a price ceiling.

And all the time this was going on, prices were rising.

What does the bill propose to do to keep consumers from becoming involved in a hopeless muddle of inflation and speculation?

Most important, it gives the President (or his agent) the power to put price ceilings over commodities, and in addition to regulate fees, commissions, allowances. He may also regulate market practices, hoarding of materials, and specu-

IN THIS ISSUE



The purposes of Consumers Union, as stated in its charter, are "to obtain and provide for consumers information and counsel on consumer goods and services . . . to give information and assistance on all matters relating to the expenditure of earnings and the family income . . . to initiate and to cooperate with individual and group efforts seeking to create and maintain decent living standards for consumers."

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CORRESPONDENCE should be addressed to Consumers Union, 17 Union Square, New York City. CU regrets that time does not permit answers to inquiries for special information.

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lation, and he may require sellers to have licenses before doing business. Besides prices, the President may set a limit on rents in defense areas. Prices prevailing on June 29 are to be given "due consideration" in fixing ceilings for commodities.

The bill sets up a special Emergency Court of Appeals to deal with complaints against price orders. Another provision permits a buyer who is forced to overpay in violation of the act to bring suit against the seller for triple damages plus court costs and lawyers' fees.

Probably the best feature of the bill is a plan for increasing production without taking more money out of consumers' pockets. The government will be given the power to buy commodities above ceiling prices from "marginal producers" (those whose production costs are exceptionally high) in order to stimulate production. The government will also be permitted to sell supplies of goods which it owns whenever this will help to keep prices down.

These provisions will undoubtedly undergo heavy fire from speculators and large business interests but consumers should see to it that they are kept in the bill at all costs.

Some of the other features of the price control bill aren't so favorable to consumers.

For one thing, the "farm bloc" (representing the big agricultural interests, not the small farmers) did a little fancy "log rolling" with the bill. As their price for letting the bill be introduced they demanded that farm products be guaranteed special high price ceilings. Now it looks as though these same representatives are going to demand still higher agricultural ceilings, as well as the establishment of minimums below which farm prices won't be allowed to fall.

Excessively high ceilings for agricultural products could go a long way in nullifying the purpose of the bill. Moreover, they'll hurt the consumer, and in the long run, hurt the small farmer, too. For excessive farm prices make people buy less, and at the same time raise general price levels, thus increasing the prices of the things the farmer buys. But the farm bloc isn't interested in such arguments.

Another defect of the price control bill as it now stands is that consumers aren't guaranteed an adequate voice in setting the price ceilings. Nor are they given any chance to bring about the lowering of a ceiling which they consider too high. Producers can appeal to the Emergency Court if they think a ceiling is too low, but consumers can't appeal one that's too high. Certainly, some provision for guarding the interests of consumers should be made.

If consumers aren't to lose great portions of their purchasing power amid unfair and unnecessary rises of price, they must exert pressure on the legislators who have it in their power to prevent such rises. Before the House Banking and Currency Committee resumes hearings on September 15, write to its members and tell them that the bill must be reported favorably, if possible with provisions for giving consumers a share in determining and revising price ceilings.

Above all, urge that the bill be adopted with the greatest possible speed, for time is precious. During the economic crisis in 1933 emergency legislation was pushed through Congress in a few days. The present price situation is scarcely less of an emergency. Consumers don't want a repetition of World War I conditions, when by the time price controls were applied the cost of living had risen about 40%.

As we pointed out in CU's weekly newsletter, *Bread & Butter*, some time ago: "Every day's delay sees prices higher, and it is hard to revise them downward. The price control bill may be locking the barn door after the horse is stolen, but unless consumers act fast, they stand to lose the barn and the barn door, too."

On the Horizon

■ The government's "buy your coal early" campaign would be more effective if it were not being quietly sabotaged by some of the big eastern distributors, who hope to get \$20 a ton if a real shortage develops in the Fall. One giant coal concern will run a "buy early" campaign—but not until October, too late to avoid the rush.

■ Beginning in September you'll see greatly increased movie advertising. Reason is a "consent decree" between the industry and the Department of Justice, agreeing that theater owners (1) would not have to buy pictures in blocks of more than five, and (2) would have the right to see a picture before taking it. Now that theater owners for the first time can exercise a considerable degree of control over what pictures they take, the big companies will compete for public favor via advertising campaigns. Between now and next summer 20th Century-Fox will spend \$2,000,000, Warner \$3,500,000, Metro-Goldwyn-Mayer \$2,500,000. Total local and national movie advertising, mostly in newspapers, is expected to run \$50,000,000 in the 1941-42 season.

■ Manufacturers are taking advantage of current shortages in many lines by dropping dealers who don't maintain "suggested" retail prices. General Electric has just dropped 250 of its radio dealers, "having reason to believe that they would not adhere to its new price maintenance policy." Other industries whose output is restricted are sure to follow.

■ Makers of aluminum pots and pans, unable to get any more aluminum, are rapidly going into other lines. Several manufacturers, including the makers of *Wear-Ever* aluminum, will shortly begin making glass ovenware; others are considering vacuum cleaners, knives, flat silver, &c.

■ With furniture prices going up all along the line, despite a favorable outlook for raw materials, it is interesting to note the reasons that manufacturers are offering for price advances. Said one maker of fine furniture after announcing a 10% increase, "Our costs haven't gone up, but everybody else is raising prices, so what could we do?"

■ Pickle makers are delighted to find that pickles contain as many vitamins as most fresh vegetables. No advertising campaign is expected soon, however. Some nasty fellow might point out that you'd have to eat 10 dill pickles a day to get your necessary amount of vitamin A; if you wanted to get enough vitamin B₆, you'd have to eat 40.

■ Metal sales tax tokens, familiarly known as "jeeps" in the 10 states which use them, may have to be replaced by something else because of the shortage of brass, aluminum, &c. Most likely replacement is printed pasteboard tokens in the form of milk bottle stoppers, which are already used by some states.

■ Additional notes on the Fall railroad shortage: the Association of American Railroads has urged its members to abandon duplicating on lightly patronized schedules; passenger traffic, already up 20% this year, is expected to soar in the Fall; and Transportation Commissioner Ralph Budd glumly admits that the freight car building program is 20,000 cars short.

TECHNICAL SECTION

OF CONSUMERS UNION REPORTS

Ratings of products represent the best judgment of staff technicians or of consultants—more than 200 specialists selected for competence and freedom from commercial bias—in university, governmental and private laboratories. Samples for test are in practically all cases obtained on the open market by CU's shoppers. Ratings are based on laboratory tests, carefully controlled use tests, the opinion of qualified authorities, the experience of a large number of persons, or on a combination of these factors. Most ratings of necessity reflect opinion as well as scientific data. For even with rigorous tests, interpretation of findings is often a matter on which expert opinion differs. It is Consumers Union's pledge that such opinions as enter into its evaluations shall be as competent, honest, and free from bias as it is possible to make them.

• "Best Buys" should give greater return per dollar although some products rated "Also Acceptable" may be of higher quality. Except where otherwise noted, a product rated "Not Acceptable" is judged to be of inferior quality or is considered to be potentially harmful.



Cigarettes

Is there as much difference between popular brands of cigarettes as the ads would lead consumers to believe? Here is the answer, as revealed by a CU technician at the U. S. Dep't of Justice's trial against the "Big Five" tobacco manufacturers

... "MOST people are not able to identify the brands of cigarettes when they are handed these cigarettes with the names concealed; on the whole the results of identification came out no better than the law of chance; in the majority of cases where people were asked whether or not cigarettes were duplicates, they guessed incorrectly. . . ."

These are the concluding words of the direct examination of a witness in the case: "United States of America vs. the American Tobacco Company, et al." These also are the conclusions of Consumers Union's tests on tastes in cigarettes. The witness was Madeline Ross, member of CU's technical staff, testifying for the government on tests made by CU. The place was the U. S. District Court, in Lexington, Kentucky.

Defendants were the "Big Five": manufacturers respectively of Lucky Strike, Camel, Chesterfield, Old Gold and Philip Morris cigarettes. Charges of monopoly were brought against the cigarette manufacturers by the Anti-Trust Division of the Dep't of Justice—charges that the Big Five were in conspiracy to keep prices down to the tobacco farmers and up for the consumers. In this particular testimony the government was trying to prove that there is very little intrinsic difference between various brands of cigarettes.

Since the direct evidence given by CU's technician was a description of CU's tests and conclusions, the methods and results can well be presented by ex-



FOUR OF THE "BIG FIVE"

We're sorry—there wasn't a package of Philip Morris around when the picture was taken. But smokers couldn't detect much difference in the popular brands, anyway—except in the labels

cerpts from the testimony. We depart, therefore, from our usual style, and offer a little drama in two acts.

ACT I.

Curtain rises on a hot Kentucky courtroom. Judge (Honorable H. Church Ford), jury (blue-ribbon), and lawyers are present. The witness steps to the stand and is sworn. Edward H. Miller, attorney for the Dep't of Justice is examining the witness. They have concluded a series of questions and answers on the organization, purposes and general set-up of Consumers Union.

Q.: Now, have you had occasion within recent months to make a test with leading brands of cigarettes?

A.: Yes, I have.

Q.: Will you state the general nature of the test?

A.: The purposes of our tests . . . were . . . to determine whether people could, in general, tell the difference between what might be classified as similar brands of cigarettes. Would they be able to identify the brands that they usually smoked? Given two cigarettes, could they tell whether they were the same or whether they were different, provided they could not see the brand name?

And so we began to set up tests that we thought would answer these questions. Now, naturally, there was a good deal of experimental work in connection with the types of tests that we were going to do, and after trying a number of them, we decided upon two from which we got our final results. . . .

Q.: Now, would you describe the first test to which you referred; what you did?

A.: In the first test we used three

Table 1

THE term "15¢ cigarette" here refers to any of the following: Camel, Lucky Strike, Chesterfield, Old Gold, Philip Morris. "10¢ cigarette" refers to Sensation or Avalon. The heading in each case refers to the selection made by the individuals from nine jars, containing three different brands of cigarettes, with brand names deleted. The data refer simply to ability to distinguish duplicates.

SERIES A

Selected: Three different 15¢ brands.

*12 thought that all the cigarettes were of different brands

10 thought two were of one brand, and the third another

6 thought all three were the same brand

—
28 total

*12 right

16 wrong

SERIES B

Selected: Two 15¢ cigarettes of the same brand, and one 15¢ cigarette of a different brand.

29 thought that all the cigarettes were of different brands

4 thought that there were two alike, but selected the wrong two

*4 thought that there were two alike, and selected the correct two

5 thought all three were the same brand

—
42 total

*4 right

38 wrong

SERIES C

Selected: Three 15¢ cigarettes, all of the same brand.

4 thought that all the cigarettes were of different brands

3 thought that there were two of one brand, and one of another

*5 thought that all three were the same brand

—
12 total

*5 right

7 wrong

SERIES D

Selected: Two 15¢ cigarettes of the same brand, and one 10¢ cigarette.

3 thought that all the cigarettes were of different brands

3 thought that there were two alike, but selected the wrong two

*1 thought that there were two alike, and selected the correct two

4 thought that all three were the same brand

—
11 total

*1 right

10 wrong

SERIES E

Selected: Two 15¢ cigarettes of different brands, and one 10¢ cigarette.

*35 thought that all the cigarettes were of different brands

9 thought that two were of one brand, and the third another

2 thought that all three were the same brand

—
46 total

*35 right

11 wrong

SERIES F

Selected: Two 10¢ cigarettes of the same brand and one 15¢ cigarette.

3 thought that all the cigarettes were of different brands

1 thought that there were two alike, but selected the wrong two

—
4 total

*0 right

4 wrong

TOTAL: 143 tests: 57 right; 86 wrong.

cigarettes for comparison purposes. We worked the test approximately as follows: In the first place, the identities of the cigarettes were removed by blacking out brand names with black carbon ink. All brands were blacked out in exactly the same way, so that it was impossible to recognize any of the brands by just looking at them . . . (see cover illustration).

These cigarettes were then identified by code letters which were known only to me. Each brand of cigarette was given three different code letters, so that a person who . . . took two cigarettes of

the same brand would not know that they were duplicates.

We had on a table nine jars, each one containing a different code letter cigarette. Actually, there were only three brands of cigarettes in the nine jars, i.e., three jars of each brand.

The people who participated were asked to select three cigarettes, . . . from three different jars. Thus . . . they had the opportunity to select either three different brands, two of one brand and one of a second brand, or three of the same brand.

They were asked to light the three

cigarettes, one after the other, and to answer certain questions with respect to them.

In addition to that, they were asked to give certain qualifications about themselves. We were careful to include in the test only people who smoked regularly, who smoked more than one or two cigarettes a day, and who had at one time or another smoked each of these five brands: Camels, Lucky Strikes, Chesterfields, Old Golds and Philip Morris. . . .

Q.: Were any questions asked as to how long they had smoked?

A.: Yes. One of the questions that they were required to fill out was: "For how many years have you been smoking cigarettes?" . . . As it turned out, actually every one of them had been smoking for a year or more. The average time smoked in this first test was a little over ten and a half years.

Q.: Now what about the amount of cigarettes, the number of cigarettes smoked? . . . Was that used as the basis, or one of the bases, for selection?

A.: Yes, it was. I think the minimum we had was about five cigarettes a day. It went up, I believe, to 90 cigarettes in one case. The average was 17 per day.

Q.: And how many people took this test, approximately?

A.: The test was repeated 143 times. . . .

Q.: Can you state what your purpose was in this first test?

A.: The purpose of the test was twofold. In the first place, we were interested to see whether every person who had selected two cigarettes of the same brand could identify them as duplicate; and, in the second place, we were interested to see whether people could identify the various brands which they had smoked at one time or another. . . .

Q.: Will you state what the results of the first test were?

To save space, and for clarity, we leave the witness at this point to give in condensed form the results of the first test. Table 1 refers to the ability to distinguish duplicates, when the testers have selected three cigarettes, in various combinations. (Ability to distinguish brands is summarized in Table 2.)

It is clear from the facts summarized in Table 1 that out of 143 attempts to determine what duplicates there were (if any) among those smoked in a series of three cigarettes, only 57 were able to make a correct guess.

Now we go back to the testimony.

Q. (by Mr. Miller, for the Dep't of Justice): You said that this first test, I believe, did have a feature dealing with identification of brands?

A.: Yes, a further question was asked. The smokers were asked to identify the cigarettes they had smoked. . . .

Q.: Can you describe the results of that?

Whereupon Table 2 was introduced in evidence.

Q.: Will you explain then your second test that you made?

A.: The second test was slightly different from the first one we conducted.

It consisted of smoking two rather than three cigarettes, and the people who took

Table 2

THE brands selected by the tasters are indicated along the side of the table; the brands, as they were identified, are listed along the top. The figures in bold type are the correct identifications; the others are incorrect.

The first line may be used as an indication of the way to read the table: Of those who had a Chesterfield, 7 identified it as Chesterfield, 6 as Lucky Strike, 4 as Old Gold, 6 as Camel, 4 as Philip Morris, none as Avalon, 1 as Sensation, 3 as miscellaneous other brands. 28 were unable to identify it; that is, they did not recognize it as any brand (although they had indicated on the questionnaire that they had smoked Chesterfields). Thus, of the total of 59 who smoked one or more Chesterfields, 7 were able to identify them correctly, and 52 either identified them incorrectly or were unable to identify them at all.

Identified as:	CHESTER-FIELD	LUCKY STRIKE	OLD GOLD	CAMEL	PHILIP MORRIS	AVA-LON	SENSA-TION	MISCEL-LANE-OUS	UNABLE TO IDENTIFY	TOTAL RIGHT	TOTAL WRONG	TOTAL
Selected:												
Chesterfield.....	7	6	4	6	4	0	1	3	28	7	52	59
Lucky Strike.....	3	8	4	7	1	0	0	0	23	8	38	46
Old Gold.....	10	15	3	9	11	0	2	10	66	3	126	129
Camel.....	5	10	2	7	1	0	1	2	33	7	54	61
Philip Morris.....	7	6	3	6	8	0	2	1	52	8	77	85
Avalon.....	2	2	0	3	2	0	0	2	20	0	31	31
Sensation.....	7	3	3	6	5	2	0	0	17	0	43	43

it were given a great deal more specific instructions as to what they might be getting. . . . We gave them two cigarettes in a cellophane envelope, and we told them that the selection of the two cigarettes was made from one of seven brands.

We also told them that there might be some duplications; that the chances were one out of four of getting two cigarettes that were alike.

As in the first test, of course, the brand names were blocked out, and the cigarettes were identified by code numbers. . . .

Q.: And what about the qualifications of the persons taking the test?

A.: In the second there was an additional qualification that was required, namely that the participant should think that he could distinguish between cigarettes by smoking them. . . .

Q.: How many persons were given this Test 2? . . .

A.: This was given to 198 separate individuals.

Q.: Now what instructions were they given?

A.: They were told that the packet of cigarettes that they had been given contained two cigarettes with the names removed . . . and that one person out of four taking the test would be receiving duplicates; the others would be receiving two different brands of cigarettes.

They were asked to light both cigarettes, and to take alternate puffs of them; then to answer certain questions: whether they thought the two cigarettes were the same, and if they were different, which one they preferred.

In addition, they were asked, if the cigarettes were different whether they considered them very different, somewhat different, or practically the same.

They were asked to identify the two cigarettes they had smoked, if they could.

Q.: Did you say that they were told that there would be one of the cigarette brands you have named?

A.: Yes. . . . *Chesterfield, Lucky Strike, Old Gold, Camel, Philip Morris, Avalon, Domino.*

Q.: Were those persons allowed to smoke as much of the cigarettes as they wanted?

A.: Yes. . . .

Q.: Now, can you state the results of this second test?

A.: Yes, I have those tabulated, as I had the first test. (See Table 3.)

Q.: On this Test 2 . . . did you ask the persons to whom you were proposing to give the test a question as to whether or not they thought they could identify any of these brands?

A.: Yes. . . . "Do you think you can recognize the brands of cigarettes when the brand names are deleted?"

Q.: Were the names of these brands

mentioned at that time?

A.: Yes.

Q.: Were the subjects told that only these brands would be included in the test?

A.: They were.

Q.: And was the second test given to anyone who failed to qualify in answering that question?

A.: No, it was not. . . .

Q.: Can you briefly summarize the results of these several cigarette tests that you have mentioned?

A.: Well, actually the results are in themselves a summary. . . . I would say they indicate that most people are not able to identify the brands of cigarettes when they are handed these brands with the names concealed; that, on the whole, the results of the identification came out no better than the law of chance; that in the majority of cases when people were asked whether or not cigarettes were duplicates, they guessed incorrectly, so that they were actually unable to differentiate one from the other.

Mr. Miller: I have no further questions.

Thus ends Act I.

ACT II—Scene 1.

Mr. Miller, attorney for the Dep't of Justice, has returned to the counsel table,

Table 3

AS IN Table 2, the brands selected by the tasters are indicated along the side of the table; the brands, as they were identified, are listed along the top. The figures in bold type are the correct identifications; the others are incorrect.

Identified as:	CHESTER-FIELD	LUCKY STRIKE	OLD GOLD	CAMEL	PHILIP MORRIS	AVALON	DOMINO	UNABLE TO IDENTIFY	TOTAL RIGHT	TOTAL WRONG	TOTAL
Selected:											
Chesterfield.....	5	9	4	4	1	7	2	17	5	44	49
Lucky Strike.....	2	3	5	6	6	4	3	8	3	34	37
Old Gold.....	7	7	11	10	6	4	0	18	11	52	63
Camel.....	7	9	5	4	5	9	4	16	4	55	59
Philip Morris.....	2	6	6	8	6	11	4	12	6	49	55
Avalon.....	0	11	10	6	9	8	3	17	0	56	64
Domino.....	9	6	6	6	3	7	5	15	5	52	57

and his place at the stand has been taken by Mr. Whiteside, chief attorney for American Tobacco Co. (Lucky Strike).

The material summarized in this act covers 66 pages of the official transcript of the proceedings. We cannot here give more than a small sample.

Q. (by Mr. Whitestone to Miss Ross): These memberships of your organization called the Consumers Union—have you members of that organization who are in the business of manufacturing products?

A.: I have no doubt that we do.

Q.: It is not restricted to the consumer who consumes the product?

A.: There is no restriction as far as I know on membership. . . .

Q.: Hasn't it been your policy to test widely advertised brands as against brands that are not so widely advertised. . . . Hasn't it been your objective to test widely advertised brands of a given commodity . . . as against some brand that is not advertised particularly. . . .

A.: No, I wouldn't say that. . . . We frequently do include unadvertised brands or ones that are not widely distributed when we have reason to think from previous experience that they would offer exceptionally good value. . . .

Q.: Has your organization assumed or taken any position with respect to advertising of consumers goods? . . .

A.: Yes; we think advertising should be true. . . .

Q.: At the time you conducted this test . . . did you know that this prosecution was pending?

A.: I knew in general that such a case was on. I didn't know the details. . . .

Q.: Hadn't you been informed by him (Mr. Miller) that the purpose of your making these tests was to come in court and testify?

A.: Not that the purpose of my making these was to come to court and testify; but that I would be asked to come to court and testify.

Q.: Didn't Mr. Miller tell you that he contended that all cigarettes were the same?

A.: No, he never told me that . . . He said that was one of the things they were interested in finding out.

Q.: Did he tell you that was one of the things he was interested in proving?

A.: No, he told me he was interested in finding out.

Q.: You understood that is what was to be established, if possible, by your effort or testimony, didn't you?

A.: We never make our tests with the interest of proving. We are interested in finding out.

Q.: I just asked you if you did not have in mind then that your testimony, if you should give it, would be directed to establishing that contention.

A.: I couldn't have that in mind, because I didn't know how my tests would come out. . . .

Q.: At the time when you made these tests, did you invite any of the manufacturers or dealers in any of these brands to participate?

A.: No, we always buy our products on the open market, and use them as bought. . . .

Mr. Whiteside here attempts to place into evidence a sentence used as a cap-

tion for a photograph in an article on cigarettes published in *CU Reports*, July, 1938.

Mr. Miller: Object, Your Honor, unless the whole thing is offered. . . .

The Court: If they call for the whole article, it may go in.

Mr. Whiteside: This is an article that simply deals with a lot of matters, and the particular matter referred to—

The Court: I don't know what the article is. If you are going to offer part of it . . . it should be put in in its entirety, rather than some portion.

Mr. Whiteside: Well, there are a great many irrelevant matters in it. [Not irrelevant, Mr. Whiteside. But they're not exactly advertising plugs for *Lucky Strike*—Ed.] We withdraw the offer at this time. . . .

ACT II—Scene 2.

Mr. Miller: Did you conduct these tests as to which you have testified as part of the regular business of Consumers Union?

A.: Yes, I did.

Mr. Miller: Was there any outside influence or interference as far as your conduct of this test was concerned from the Dep't of Justice or any other source?

A.: There was not. . . .

Mr. Whiteside: You published the report of your first test in 1938, did you not?

Stocking Savers

To meet the impending shortage of silk stockings, hosiery substitutes and "life lengthening" preparations are being put on the market. In this article CU reports on some of them

WHEN the Office of Price Administration and Civilian Supply announced, on the first of August, that silk supplies were to be diverted from consumer goods production to defense efforts, a run on stocking sales counters unparalleled in merchandising history began. Women rushed to the stores to stock up; the stores in turn limited sales, refused mail and phone orders, and raised prices. For a while it looked as though retail and wholesale supplies would be depleted. Then, almost as quickly as it had arisen, the panic subsided and sales dropped.

In the meantime, feminine attention had turned to methods of saving stockings—to preparations which would make stockings wear longer, stop or prevent runs, or enable women to go without stockings altogether.

CU thereupon decided to examine some of the types of preparations on the market. They found that some of them are satisfactory; some aren't.

Three types of preparations are being

A.: That is right.

Q.: Did you publish the result of this test, made . . . in 1941?

A.: We have not yet published it, no.

Mr. Miller: Are you proposing to publish it?

A.: Yes [Here it is.—Ed.]. . . .

The Court: Stand aside. You may be finally excused.

ACT III.

In the traditional style of plays, ours should have three acts. Unfortunately, the third act is yet to be written. It is going on now, in a courtroom in Lexington, Kentucky, where the Anti-Trust Division of the Dep't of Justice is calling witness after witness, to show that the big cigarette manufacturers are in a conspiracy to impede competition. The Department is showing that these manufacturers don't really compete when they attend "auctions" to buy tobacco.

Consumers Union's tests showed that the final products were so similar as to be practically indistinguishable from one another.

We're sorry we can't present Act III now. We'll hold the final curtain for the issue of the *Reports* after the decision has been handed down.

offered to help you meet the stocking shortage: you can coat your legs with a preparation which gives the effect of stockings; you can wash your hose in a solution which allegedly lengthens their life; or you can use "run-stoppers."

LEG COATINGS

"LIQUID Stockings," "Leg Make-up"—leg coatings designed to simulate silk-clad legs—were put on cosmetic counters during the rush on hosiery. Such preparations have been used a great deal in England during the past year. There are three types of these leg coatings. One type—a watery suspension of pigment—has been sold for many years as "liquid powder" or "powder base." It comes in the form of a colored opaque liquid, which settles into a clear layer on top and a powdery layer on bottom when it stands.

CU technicians found that the liquid type has two main disadvantages: it's difficult to apply smoothly—it may become



TO STOP A RUN

... you can apply a drop of a "run stop" preparation to both ends of the run. Ordinary clear nail polish or rubber cement will do the trick, too—and more economically

streaky, no matter how carefully you apply it. And it's not waterproof, with the result that a sudden shower (or even perspiration) will leave unsightly streaks running down the leg, not only ruining your "stockings" but staining your shoes as well.

In the second type of leg coating, the pigment is suspended in a greasy cream. The cream is easier to apply than the liquid coating, and in addition it's waterproof. But it has the unfortunate disadvantage of tending to stain the hems of dresses and slips and the insides of shoes.

Both types of leg coatings have other serious shortcomings. For one thing, they can be applied successfully only if your legs are comparatively free of blemishes and hair. If there's hair on your legs, it becomes matted and doubly conspicuous when the coating is applied.

Then there's the time element. If you've been accustomed in the morning to whisk on your clothes, gulp down a cup of coffee and catch the last train which will get you to your job on time, you'd better set your alarm five to ten minutes earlier. For putting on these *ersatz* "stockings" is definitely time-consuming.

Another thing you'll have to remember is that no matter how late you get home at night, you won't be able to drop off

your clothes and get into bed. For the make-up that looked like glowing sun tan on your legs looks revoltingly dirty-brown on the bedclothes. Consequently, thorough washing before bed and re-application of leg coating the next morning are highly advisable.

But there are compensations. The nuisance of tight garters and of wrinkles at knee and ankle is eliminated. You may have to wash your legs before bedtime, but you don't have to wash out hose. And if you happen to rub your leg against a rough edge, you don't have to worry about snags or runs; there's nothing to hurt but your skin.

There's a third type of leg coating—a transparent liquid stain. It doesn't attempt to give the effect of silk-clad legs; it merely colors the skin. Because it doesn't really coat the legs, blemishes or unevenness in coloring of the legs (from uneven tanning, for example) are clearly revealed. Like the other types of leg paints, it will wash off with soap and water.

It must be stressed that these leg applications have not been in use long enough to demonstrate whether they may possibly be harmful to the skin. Previous experience with similar products indicates that they offer no hazard to the normal person. But, as with all cosmetics, there's

the possibility of individual sensitivity or allergy.

On the basis of a partial survey of New York cosmetic counters, and limited laboratory tests, the best of the leg coatings examined appears to be *Ardena Velva Beauty Cream*. It's a tan, greasy preparation, selling at \$1 a tube. If used sparingly, the cost per application is from 1½¢ to 2¢, depending upon the area covered. Results are excellent; observers declared that this film made the wearer's legs look as though they were clad in very sheer nylon hose.

HOSIERY "LIFE-SAVERS"

IF THE idea of discarding hosiery doesn't appeal to you, you can meet the stocking shortage by making the stockings you have now last longer. Several "life-saving" preparations for silk, nylon and rayon hosiery are on the market at present.

One type is a rinse in which you dip your stockings after washing, and allow to dry on the hose. These rinses seem to be simple mixtures of common table salt with some organic lathering agent. Because the powder is soluble in water and washes out, the stockings must be re-rinsed in the solution every time you wash them.

The purpose of these preparations evidently is to give the hose a light protective coating so they won't be so apt to snag, and to fix the weave so that the stockings won't run if snags do occur. However, CU tests indicate that the rinses won't do either of these things effectively, and that they are practically worthless.

There are several products designed to protect stockings against wear at particularly vulnerable points, such as the heel and toe. Stocking patches (pieces of fabric which can be pasted on the stocking) are some help, but celluloid or plastic heel inserts are more effective, and also more economical and easier to use. The inserts fit into the heel of the shoe and provide a smooth surface for the stocking to rub against. Or you can use paraffin, rubbing it into the heel and sole of your stockings each time before you put them on. No need to buy the uneconomical perfumed paraffin cakes sold for this purpose; a candle or common kitchen paraffin is just as good.

The protection afforded by these products isn't too great. The celluloid or plastic inserts are the most effective (though they provide protection only at the heel); the paraffin cakes are least effective.

To stop runs after they have occurred, "run stop" preparations consisting of clear lacquer, rubber cement, or of an ammonia solution of rubber latex can be used. You simply apply a drop of the

preparation to both ends of the run and make sure the solution has dried before allowing stress on the fabric. Though all types are about equally effective, lacquer does the cleanest job and dries in the shortest time.

Clear nail polish is a good substitute for the lacquer type, and ordinary stationer's rubber cement for the rubber cement type. You probably have these at home, but even if you have to buy the type you prefer, you will find it more economical and just as effective as the special preparations.

Because so few brands are available, no ratings were prepared for the "stocking saving" preparations. The following is a partial listing of leg coatings.

LEG COATINGS

Acceptable

(In estimated order of merit)

OIL CREAMS

Ardena Velva Beauty Cream (Elizabeth Arden, NYC). \$1 for a 4 1/4-oz. tube. Excellent covering ability. Resistant to moisture, but not to rubbing. Judged to be outstanding among the preparations tested. Also packaged in a kit which includes a box of dusting powder for \$2.25.

Riviera Tan Make-Up (Helena Rubinstein, NYC). 65¢ for a 1-oz. tube. Covering ability not so satisfactory as that of *Ardena*, but otherwise similar to it.

LIQUIDS

Dorothy Gray Finishing Lotion (Dorothy Gray, NYC). \$1.41 for 6 fl. oz. at R. H. Macy, NYC. Cost per oz. solids, 99¢.

Howe's Hollywood Liquid Powder Base (Howe Co., Inc., Seattle, Wash.). 25¢ for 3 1/2 fl. oz. Cost per oz. solids, 31¢.

Ayer Finishing Lotion (Harriet Hubbard Ayer, NYC). 85¢ for 4 fl. oz. Cost per oz. solids, \$1.03.

Miner's Make-Up for the Legs (Miner's, Inc., NYC). 10¢ for 1 fl. oz. Cost per oz. solids, 53¢.

Liquid Bronze-Glo (Elizabeth Arden, NYC). \$1 for 2 fl. oz. Unlike the liquids listed above, this is not a suspension of solids in water, but instead a stain, which colors the legs tan. It is transparent and washes off readily.

Correction

IN THE ratings of kitchen knives in the July issue, the first knife listed as "Acceptable" was given as Rushorstein. The correct name of this knife is Rusnorstein. It is obtainable from Hoffritz Cutlery, 331 Madison Avenue, NYC.

Ice Cream Mixes

... some are fairly good, others poor, but CU taste tests on 11 brands of ice cream mixes (for home preparation) showed that none of them measured up to store ice cream in taste or consistency

HAVE you nostalgic recollections of the days when you turned the crank of an ice cream freezer? Does your mouth water when you remember the rich, smooth ice cream that came out of it? And have you tried to recapture that taste and texture by modern methods—with a prepared ice cream mix, frozen in the tray of your automatic refrigerator?

CU technicians tried to see if it could be done. And they came to the conclusion that in this machine age ice cream making is something that can well be left in the hands of experts who have the essential equipment.

For taste tests of 11 brands of chocolate and vanilla ice cream mix, compared with store ice cream, indicated an overwhelming preference for the latter. Not one of the ice cream mixes tested measured up to commercial ice cream in flavor or texture.

Taste tests on the ice cream mixes were conducted by a "jury" composed of 20 CU staff members. After the ice cream mixes had been prepared and frozen to the proper consistency, according to the directions on the particular package, each member of the group was served three coded samples. He was asked to record his reactions with respect to flavor (good, fair or poor), consistency (satisfactory or unsatisfactory), his opinion of comparison with commercial ice cream (better, same or worse) and finally, order of preference of the samples being examined. These tests were repeated daily until each person had tasted each brand and flavor.

Occasionally, unknown to the taster, a sample of ready-made (commercial) ice cream was included among his test samples. When this was done, 9 out of 10 of the tasters recognized it as such, despite the fact that samples were labeled with code letters, and tasters were not told in advance that any commercial ice creams would be included.

TYPES OF ICE CREAM MIXES

SEVERAL types of ice cream mixes are sold today. One variety (*Ready-to-Freeze* and *Macy's Lily White*) comes completely prepared, requiring no additional ingredients. You simply empty the contents of the can into a refrigerator tray, chill, and then whip the mixture

to a lighter consistency before the final freezing.

More widely sold is the powder variety (*Junket*, *Burnett's*, *Wonder-Freeze*, *Mrs. Morrison's*, *Ann Page Sparkle*) which requires addition of both milk and whipped cream, and in some brands, flavoring and sugar. This type consequently demands more time and effort for preparation. *Royal*, another powdered product, in addition, requires cooking.

Mixes like *Jell-O*, and *Midco* are concentrated liquids to which cream and sometimes milk must be added before freezing.

CU technicians found that none of the brands was particularly difficult to prepare, although *Royal's* cooking requirement was something of a nuisance. All brands required some whipping, either of the added cream or of the entire mixture.

The two principal faults of ice cream made from prepared mixes were their unsatisfactory consistency and flavor. In most samples either there were ice crystals present, or the product melted rapidly. Frequently there was a tendency toward off-flavor or inadequate flavor.

On the whole, chocolate mixes were more favorably received by the tasters than vanilla. This may have been due in part to the fact that chocolate tends to cover up off-flavors.

Macy's *Lily White*, *Ann Page Sparkle* and *Royal* were judged best among the chocolate mixes. *Sparkle* could almost be called a "Best Buy," since it costs 5.2¢ for a four-ounce serving by weight as compared with 17.5¢ for bulk ice cream (at an average price of 35¢ per pint).

Of the vanilla mixes CU tasters preferred *Mrs. Morrison's* and *Lily White*. But these preparations can scarcely be recommended as good buys because of the trouble involved in making ice cream with them, and their inferior taste and consistency as compared with commercial ice cream.

One brand of vanilla mix, *Ready-to-Freeze*, was rated "Not Acceptable," because two of the five samples bought for tests were curdled. Sterilized Products Corp., manufacturers of *Ready-to-Freeze*, obviously hadn't troubled to live up to their name in good time, and smell and taste showed that bacterial action had taken place in the can.

COST AND PREPARATION

THE RATINGS of ice cream mixes are based on the tests made by CU's 20 tasters. Remember that the ratings are relative, and that judged by standards of good commercial ice cream probably none could be given a higher rating than "Fair."

In preparing the mixes, CU technicians observed directions carefully, and added ingredients according to instructions on the package. Wherever alternative methods of preparation were given, heavy cream was always used in preference to light cream or evaporated milk, except in the case of *Wonder-Freeze* which is labeled: "No Whipping Cream Required." Also, milk was used in preference to evaporated milk. Two samples of each flavor of each brand were given taste tests.

Costs are based on the following retail prices: ½ pint of cream, 19¢; quart of milk, 14¢; 13 oz. can of evaporated milk, 8¢. Cost per serving is computed in terms of a four-ounce serving—a rather generous portion, especially for commercial ice cream. However, for home made ice cream, it's probably a normal serving, since you can't whip up ice cream at home to the same extent as commercial ice cream. As a result, you get more solids and less air in home made ice cream.

CHOCOLATE MIXES

Good

(In order of preference)

Lily White (R. H. Macy & Co., NYC). 33¢ a package; 7.2¢ per 4-ounce serving. Liquid. No additional ingredients required.

Ann Page Sparkle (A&P, NYC). 4¢ a package; 5.3¢ per 4-ounce serving. Powder; requires addition of one cup each of milk and cream.

Royal Chocolate Pudding (Standard Brands, Inc., NYC). 5¢ a package; 6.2¢ per 4-ounce serving. Powder; requires addition of sugar, 1 pint milk and ½ pint cream.

Fair

(In order of preference)

Midco (Jos. Middleby, Jr., Inc., Boston). 10¢ a package; 6.5¢ per 4-ounce serving. Liquid; requires addition of ½ cup milk and ½ pint cream.

Ready-To-Freeze (Sterilized Products Corp., NYC). 33¢ a package; 7.3¢ per 4-ounce serving. Liquid; requires no added ingredients.



THE EASY WAY

... to make ice cream in your refrigerator. No ingredients need be added to this ready-to-freeze type of ice cream mix.

Just pour, freeze, serve

Poor

(In order of preference)

Junket (Chr. Hansen's Lab., Inc., Little Falls, N. Y.). 8¢ a package; 6.3¢ per 4-ounce serving. Powder; requires addition of one cup each of milk and cream.

Jell-O (General Foods Corp., NYC). 8¢ a package; 6.3¢ per 4-ounce serving. Liquid; requires addition of ½ cup milk and ½ pint cream.

Wonder-Freeze (Ice Cream Products, Inc., Chicago). 6¢ a package; 3¢ per 4-ounce serving. Powder; requires addition of sugar, ½ cup milk and one can evaporated milk.

Mrs. Morrison's (The Morrison Co., Philadelphia). 10¢ a package; 7.7¢ per 4-ounce serving. Powder; requires addition of ½ cup milk and 1 pint cream.

VANILLA MIXES

Good

(In order of preference)

Mrs. Morrison's (The Morrison Co., Philadelphia). 10¢ a package; 7.7¢ per 4-ounce serving. Powder; requires addition of ½ cup milk and one pint cream.

Lily White (R. H. Macy & Co., NYC). 33¢ a package; 7.2¢ per 4-ounce serving. Liquid; requires no added ingredients.

Fair

(In order of preference)

Jell-O (General Foods Corp., NYC). 8¢ a package; 6.3¢ per 4-ounce serving. Liquid; requires addition of ½ cup milk and ½ pint cream.

Ann Page Sparkle (A&P, NYC). 4¢ a package; 5.1¢ per 4-ounce serving. Powder; requires addition of ½ pint each of milk and cream.

Junket (Chr. Hansen's Laboratory, Inc., Little Falls, N. Y.). 8¢ a package; 6.4¢ per 4-ounce serving. Powder; requires addition of ½ pint each of milk and cream.

Midco (Jos. Middleby, Jr., Inc., Boston). 10¢ a package; 6.5¢ per 4-ounce serving. Liquid; requires addition of ½ cup milk and ½ pint cream.

Ten-B-Low (Ten-B-Low Co., Columbus, Ohio). 25¢ a package; 4.6¢ per 4-ounce serving. Good taste but poor consistency. Powder; requires addition of water and vanilla flavoring.

Poor

(In order of preference)

Royal Vanilla Pudding (Standard Brands, Inc., NYC). 5¢ a package; 6.2¢ per 4-ounce serving. Powder; requires addition of sugar, 1 pint milk and ½ pint cream.

Burnett's (Joseph Burnett Co., Boston, Mass.). 9¢ a package; 6.2¢ per 4-ounce serving. Powder; requires addition of ½ pint each of milk and cream.

Not Acceptable

Ready-To-Freeze (Sterilized Products Corp.). 33¢ a package; 7.2¢ per 4-ounce serving. Liquid; requires no added ingredients. Rated "Not Acceptable" because two of five cans examined were found to be spoiled.

Reports in Progress

Work on the following reports, among others, is either now under way or scheduled to begin shortly:

WITH PRODUCT RATINGS

Motor Oils

Men's Hats

Depilatories

Diapers

FM Radio-Phonograph

Combinations

Rug Shampoos

Vacuum Cleaners

Paper Towels

WITHOUT RATINGS

Cooking Utensils

Shaving Soaps and Creams

If you want a good shave, pay attention to the beard softening process. CU discusses what to do and gives ratings of 23 brands of shaving soap, 39 lathering creams and 33 brushless creams

FOR MOST men shaving is just another bothersome but necessary burden. Their interest begins and ends with the problem of getting a good shave in the least possible time with a minimum of discomfort.

We don't blame men for putting emphasis on the time-saving angle of shaving. But the very best way to save time in shaving is to do the job right. Sometimes minutes will be wasted nursing an obstinate cut brought on by trying to save seconds.

Shaving correctly is also the best way to get a good shave. So all in all, it will pay you to learn to do the job correctly.

The two most important considerations in getting a good shave are: (1) proper softening of the beard, and (2) use of a blade with sufficient sharpness and correct cutting angle. Both are essential. The sharpest blade won't compensate for an unsoftened beard, and vice versa.

The softening process is necessary because of the nature of facial hair. Each hair shaft has a lifeless sheath consisting primarily of "keratin," a substance which in its normal state is very hard. But when keratin absorbs water it becomes considerably softer.

The hair shafts are surrounded, especially at the base, with a film of natural oil. This film keeps water from getting at the hair. The purpose of shaving preparations is to remove the oil film and hold moisture around the hair shafts until they become softened.

Claims for lubricating the skin, providing support for the hair shaft, giving antiseptic protection, &c., are of distinctly minor importance, and in some cases ridiculous. The face doesn't need any special lubricant for shaving purposes.

If sufficient attention isn't given to softening the beard, the shaver will probably pay the price in cuts and nicks. If the hairs are stiff and stubborn, more pressure must be used to cut them, and there's more likelihood of nicking or scraping the skin. At best, an after effect of raw, uncomfortable smarting will be the result.

In view of all this, CU's first and primary recommendation for shavers is: spend sufficient time softening your

beard. You'll be amply repaid in terms of greater speed and comfort when you come to the actual shaving process.

Experiments have been made to find out how much time should be spent in pre-conditioning the beard.¹ Investigators found that maximum softening was obtained when the hair was fully saturated with water, and saturation time depended upon the temperature of the water used. With hot water, a minimum of two minutes was needed; with cold water, a longer period was necessary. Unpigmented hair (gray or white) required more time. Soap solutions helped reduce the length of the softening period.

Thus it seems that for softening the beard under the best conditions you should allow a minimum of two minutes for water to soak into your hair. Furthermore, you should keep your face wet throughout the shaving period. Stretching the skin slightly may help you get a close shave.

As for the type of razor and blade used, shavers should choose types with designs which suit their shaving peculiarities. Safety razors differ in the angles they form with the shaving surfaces. A razor with a large angle gives a closer shave than a razor with a small angle. Also, it's important to select a blade which fits your razor. If the blade is too wide, and protrudes over the edge of the razor, it may lead to serious cuts.

LATHERING VS. BRUSHLESS CREAMS

THERE is much discussion of the relative merits of lathering and brushless (non-lathering) shaving preparations. Here are a few points about their action and costs.

Technically speaking, brushless creams are oil-in-water emulsions. Since water makes up the external surface of the emulsions, they do not mix readily with the natural oils around the hair shafts. In some cases brushless creams produce a greasy effect on the skin—the exact

opposite of what shaving creams should do. In addition, the greasiness may lead to clogged razors.

Interestingly enough, most manufacturers of brushless creams instruct users to wash their faces with soap and water before using the cream. This preliminary treatment, more than the brushless cream, removes the natural oils. Once the oils are removed, however, brushless creams serve a useful purpose in holding the water around the hair, so that it becomes further softened.

In general, lathering soaps or creams are more effective than brushless creams for removing natural oils and softening the beard. They're marketed in various forms: creams, cakes, bowls, powders, sticks, liquids. In all cases their function is the same—to provide a stable soap lather. Shavers needn't work this lather up into a bulky mass, but it should be sufficient to cover the beard completely.

CU found that cakes and creams, besides being the most popular forms of shaving soaps, were the cheapest. Cakes are "Best Buys" from the standpoint of economy.

HOW CU TESTED

CU's technicians tested 23 brands of shaving soaps, 39 brands of lathering creams, and 33 brands of brushless creams. Samples of 12 brands bought in Canada were found to be of the same quality as samples of those brands purchased in the United States. From one to six samples of each brand were tested for moisture content, free alkali, free acid, and alcohol insoluble materials.

Since free alkali acts as an irritant to the skin, none should be present in shaving preparations. Alcohol insoluble materials are used as fillers. Federal specifications permit a maximum of .8% in soaps and .3% in creams. Samples exceeding the Federal specifications for alcohol insoluble materials but under 2% were described as "high" in this respect; those with contents above 2% were described as "excessive." When brands contained either free alkali or excessive amounts of alcohol insoluble materials, they were rated "Not Acceptable."

Free fatty acids are used in soaps and lathering creams to counteract any free alkali which may be present. Solid soaps were found to be most neutral, generally containing from .5% to 1.5% free fatty acids. Lathering creams contained up to 5%, and brushless creams from 10% to 20% free fatty acids. Wherever amounts of free acid were above or below these ranges, mention is made in the ratings.

Products were also checked for consistency, suitability of container, and net weight. Perfume and color were given

¹ Technical data concerning shaving may be found in Casselman and Hollander, "Factors Involved in Satisfactory Shaving," *Journal of the American Medical Ass'n*, CIX (July 10, 1937), 95-101.

no consideration in rating the products, since all samples were found satisfactory in these respects.

Comparative lathering tests were made, but there were not sufficient differences between different brands of the same type to include this factor in the ratings. However, the tests did show that solid soaps give somewhat better lather than creams.

Technicians found that soaps contained from 1% to 10% moisture, lathering creams, from 25% to 50% moisture, and brushless creams, from 55% to 80%.

In only one instance was there any discoloration of cream as a result of reaction with the container metal. However, this may become a more serious problem, since manufacturers of collapsible tubes are now required to use substitute metals to conform with defense regulations on tin saving.

SHAVING SOAPS

Best Buys

CAKES

Williams Mug Soap (J. B. Williams Co., Glastonbury, Conn.). 5¢. Cost per oz. dry soap, 3.1¢.

Colgate Cup Soap (Colgate-Palmolive-Peet Co., Jersey City, N. J.). 5¢. Cost per oz. dry soap, 3.1¢.

Palmolive Shaving Soap (Colgate-Palmolive-Peet Co.). 5¢. Cost per oz. dry soap, 3.1¢.

Acceptable

(In order of increasing cost per ounce of dry soap)

CAKES

Williams Shaver's Delight (J. B. Williams Co., Glastonbury, Conn.). 10¢. Cost per oz. dry soap, 5¢.

Colgate Super Shaving Soap (Colgate-Palmolive-Peet Co., Jersey City, N. J.). 10¢. Cost per oz. dry soap, 5.4¢.

Yankee Soap (J. B. Williams Co.) 10¢. Cost per oz. dry soap, 6.4¢. Net weight not stated on label.

POWDERS AND STICKS

Colgate Shave Stick (Colgate-Palmolive-Peet Co.). Small size, 10¢. Cost per oz. dry soap, 11.4¢. Packed in aluminum can with absorbent lining. Large size, 33¢. Cost per oz. dry soap, 18.9¢. Net weight not stated on label. Packed in bakelite case; case cap serves as stick holder. Reloads available.

Colgate Shave Powder (Colgate-Palmolive-Peet Co.). Large size, 23¢. Cost per oz. dry soap, 11.9¢. Large size packed



HOW MUCH SOAP FOR YOUR MONEY?

The second jar from the left shows about how much moisture and how much solids are contained in brushless shaving creams (jar labeled 1). The jar on the right shows the approximate proportion of moisture to soap solids in lathering creams (jar labeled 10).

in can with convenient turn cap to permit rapid opening and closing. Small size, 10¢. Cost per oz. dry soap, 12.6¢.

Williams Shave Powder (J. B. Williams Co.). 33¢. Cost per oz. dry soap, 16.5¢. Stated net weight found to be slightly short.

Cuticura Shave Stick (Potter Drug & Chemical Corp., Malden, Mass.). 33¢. Cost per oz. dry soap, 17.1¢. Net weight not stated on label. Packed in tin can; stick provided with aluminum holder. High percentages of alcohol insoluble material and free acid content.

Williams Shave Stick (J. B. Williams Co.). 33¢. Cost per oz. dry soap, 18¢. Net weight not stated on label. Packed in bakelite case; case cap serves as stick holder. Reloads available.

Yardley Shave Stick (Yardley & Co., Ltd., London and NYC). 50¢. Cost per oz. dry soap, 28.4¢. Net weight not stated on label. Packed in glass container with metal screw cap. High percentages of free acid and alcohol insoluble material.

SHAVING BOWLS

Macy's (R. H. Macy & Co., NYC). 47¢. Cost per oz. dry soap, 16.5¢. Net weight not stated on label. Lowest priced of shaving bowl soaps. Price included wooden shaving bowl. Packed in box and wrapper. High percentages of alcohol insoluble material.

Cashmere Bouquet (Colgate-Palmolive-Peet Co.). 79¢. Cost per oz. dry soap, 26.3¢. Net weight not stated on label. Price included wooden shaving bowl. Packed in wrapper without box.

Lenthéric (Lenthéric, Inc., NYC). \$1. Cost per oz. dry soap, 31.2¢. Net weight not stated on label. Price included bakelite bowl. Packed in box. High percentages of alcohol insoluble material and free acid.

Yardley (Yardley & Co., Ltd.). \$1. Cost per oz. dry soap, 39¢. Net weight not stated on label. Price included wooden bowl. Packed in box and wrapper. High percentage of free acid.

Not Acceptable

CAKES

Ward's Shave Tablet Cat. No.—4248 (Montgomery Ward). 10¢ for 3 cakes, plus postage. Cost per oz. dry soap, 1.8¢. Net weight not stated on label. Contained excessive alcohol insoluble material.

Regal Super Lather Soap Cat. No.—4915 (Sears-Roebuck). 10¢ for 3 cakes, plus postage. Cost per oz. dry soap, 1.8¢. Net weight not stated on label. Contained free alkali and high percentage of alcohol insoluble material.

SHAVE STICKS

Resinol (Resinol Chemical Co., Baltimore). 23¢. Cost per oz. dry soap, 14¢. Net weight not stated on label. Packed in tin box. Contained high percentage of alcohol insoluble material and free alkali.

SHAVING BOWLS

Old Spice (Shulton Inc., Hoboken, N. J.). \$1. Cost per oz. dry soap, 26.8¢. Price included shaving mug. Stated net weight found to be slightly short. Contained excessive alcohol insoluble material and high percentage of free acid.

Castillian (Name of manufacturer or distributor not given on label). 59¢. Cost per oz. dry soap, 28.2¢. Net weight not stated on label. Price includes wooden bowl. Packed in wrapper without box. Contained excessive alcohol insoluble material and high percentage of free acid.

Fougère Royale (Houbigant, Inc., NYC). \$1. Cost per oz. dry soap, 59.1¢. Stated net weight found to be short. Price included wooden bowl. Packed in box and wrapper. Contained excessive alcohol insoluble materials and high percentage of free acid. Bowl was discolored by soap.

LIQUID SOAPS

Conti Liquid Shave (Conti Products Corp., Brooklyn, N. Y.). 33¢. Cost per oz. dry soap, 15.8¢. Contained free alkali.

LATHERING CREAMS

Best Buys

- Craig-Martin** (Comfort Mfg. Co., Chicago). 10¢. Cost per oz. dry content, 7.3¢.
Dart (S. H. Kress Stores). 10¢. Cost per oz. dry content, 7.6¢.
Gibson's (Whelan Drug Co., NYC). 10¢. Cost per oz. dry content, 7.9¢.

Acceptable

(In order of increasing cost per ounce of dry content)

- Veeco** Cat. No.—4902 (Sears-Roebuck). 17¢, plus postage. Cost per oz. dry content, 8¢. Cream consistency slightly hard.
Ladd's (Hamilton Products Co., NYC). 25¢. Cost per oz. dry content, 8.5¢.
Cosmos (Trade Laboratories, Inc., Newark, N. J.). Distributed by Cooperative Distributors, NYC. 11¢. Cost per oz. dry content, 8.6¢.
Ward's Cat. No.—3901 (Montgomery Ward). 17¢, plus postage. Cost per oz. dry content, 8.9¢. Cream consistency slightly hard.
Shavetex (Park Laboratories, NYC). 23¢. Cost per oz. dry content, 9¢. High free acid content.
Latherall (Trade Laboratories, Inc.). Large size, 20¢. Cost per oz. dry content, 9.4¢. Small size, 10¢. Cost per oz. dry content, 11.3¢.
Macy's (R. H. Macy & Co., NYC). 29¢. Cost per oz. dry content, 10.8¢. Package provided with convenient key for discharging cream.
Sanikleen (Sanikleen Products Co., Memphis, Tenn.). 10¢. Cost per oz. dry content, 10.9¢. Stated net weight found to be short. High free acid content.
Palmolive (Colgate-Palmolive-Peet Co., Jersey City, N. J.). Large size, 37¢. Cost per oz. dry content, 11¢. Small size, 10¢. Cost per oz. dry content, 14.9¢.
Colgate (Colgate-Palmolive-Peet Co.). Large

size, 37¢. Cost per oz. dry content, 11.2¢. Small size, 10¢. Cost per oz. dry content, 14.9¢.

- Ivory** (Procter & Gamble Co., Cincinnati). 24¢. Cost per oz. dry content, 12.6¢. Misbranded: net weight not stated on label.
Gillette (Gillette Safety Razor Co., Boston). 24¢. Cost per oz. dry content, 12.8¢. High free acid content.
Lifebuoy (Lever Bros. Co., Cambridge, Mass.). Large size, 23¢. Cost per oz. dry content, 13¢. Small size, 10¢. Cost per oz. dry content, 15.7¢. High free acid content.
Fitch's (F. W. Fitch Mfg. Co., Des Moines, Ia.). Large size, 25¢. Cost per oz. dry content, 13.1¢. Small size, 10¢. Cost per oz. dry content, 15.7¢. High free acid content.
Kleenso (United Drug Co., Boston). 25¢. Cost per oz. dry content, 13.3¢.
McKesson's (McKesson & Robbins, Inc., NYC). 23¢. Cost per oz. dry content, 13.6¢. High free acid content.
Scientific (The De Pree Co., Holland, Mich.). 39¢. Cost per oz. dry content, 13.6¢. High percentage of alcohol insoluble material.
Strobak (Strobak Laboratories, Inc., NYC). 29¢. Cost per oz. dry content, 14.4¢. Stated net weight found to be short. Cream consistency slightly hard.
Mennen (Mennen Co., Newark, N. J.). Large size, 39¢. Cost per oz. dry content, 14.7¢. Small size, 10¢. Cost per oz. dry content, 21.8¢.
Williams Luxury (J. B. Williams Co., Glastonbury, Conn.). Large size, 39¢. Cost per oz. dry content, 14.7¢. Small size, 10¢. Cost per oz. dry content, 15.7¢.
Squibb (E. R. Squibb & Sons, NYC). Large size, 39¢. Cost per oz. dry content, 15.1¢. Small size, 10¢. Cost per oz. dry content, 18.8¢. High free acid content.
Stag (Langlois, Inc., Boston). 25¢. Cost per oz. dry content, 16.1¢. Cream consistency slightly hard.
Ingram's (Bristol-Myers Co., NYC). Large size, 29¢. Cost per oz. dry content, 18.2¢. Small size, 10¢. Cost per oz. dry content, 23.6¢.

- Listerine** (Lambert Pharmacal Co., St. Louis). Large size, 33¢. Cost per oz. dry content, 19¢. Small size, 10¢. Cost per oz. dry content, 20.2¢.
Swat (Norwich Pharmacal Co., Norwich, N. Y.). 35¢. Cost per oz. dry content, 19.4¢. High percentage of alcohol insoluble material.
Rexall (United Drug Co., Boston). 25¢. Cost per oz. dry content, 20.2¢. Stated net weight found to be short.
Woodbury (John H. Woodbury, Inc., Cincinnati). Large size, 29¢. Cost per oz. dry content, 21¢. Small size, 10¢. Cost per oz. dry content, 23.6¢. High free acid and alcohol insoluble material.
Cuticura (Potter Drug & Chemical Co., Malden, Mass.). Small size, 10¢. Cost per oz. dry content, 21.6¢. Large size, 33¢. Cost per oz. dry content, 23.4¢.
Coty (Coty, Inc., NYC). 50¢. Cost per oz. dry content, 22.4¢. Misbranded: net weight not stated on label. High free acid content.
Yardley (Yardley & Co., Ltd., London and NYC). 50¢. Cost per oz. dry content, 27.7¢. Misbranded: net weight not stated on label. Cream consistency slightly hard.
Mi-31 (United Drug Co., Boston). 50¢. Cost per oz. dry content, 28.3¢.
Pinaud (Pinaud, Inc., NYC). 39¢. Cost per oz. dry content, 28.3¢. Misbranded: net weight not stated on label.
Fougère Royale (Houbigant, Inc., NYC). 50¢. Cost per oz. dry content, 29.4¢. Cream consistency hard.
Lenthéric (Lenthéric, Inc., NYC). 50¢. Cost per oz. dry content, 34.4¢. High free acid content. Cream slightly discolored by reaction with container.

Not Acceptable

- Johnson & Johnson** (Johnson & Johnson). 33¢. Cost per oz. dry content, 17¢. Contained free alkali and excessive alcohol insoluble material.
All-American (American Pharmaceutical Co.). 29¢. Cost per oz. dry content, 17.8¢. Cream consistency hard. Showed excessive cream discoloration due to container reaction.



NOT FULL MEASURE

... is received in this Macy's Shaving Bowl. The cross section shows how much is soap, and how much is bowl

BRUSHLESS CREAMS (Non-Lathering)

All brands were packed in collapsible tubes, except where noted otherwise.

Best Buys

- Latherite** (Trade Laboratories, Inc., Newark, N. J.). 39¢. Cost per oz. dry content, 7.9¢. Packed in jar. High fatty acid content.
Dabon (Dr. Brown's Laboratories, Brooklyn, N. Y.). 39¢. Cost per oz. dry content, 9¢. Packed in jar. High fatty acid content.

Gillette (Gillette Safety Razor Co., Boston). 10¢. Cost per oz. dry content, 9.8¢.
Macy's (R. H. Macy & Co., NYC). 15¢. Cost per oz. dry content, 10.5¢. Provided with convenient tube key for discharging cream.
Sam's (Travis Distributing Co., NYC). 10¢. Cost per oz. dry content, 10.5¢. Low fatty acid content.

Acceptable

(In order of increasing cost per oz. of dry content)

Word's Cat. No.—3902 (Montgomery Ward). 17¢, plus postage. Cost per oz. dry content, 13.2¢.
Latherless (Trade Laboratories, Inc., Newark, N. J.). 10¢. Cost per oz. dry content, 13.8¢. High fatty acid content.
CD (Cooperative Distributors, NYC). 27¢. Cost per oz. dry content, 15.5¢. Packed in jars. Low fatty acid content.
Castilian (Castilian Products Corp., Hollywood, Cal.). 49¢. Cost per oz. dry content, 16.1¢. Misbranded: net weight not stated on label. Packed in jars.
Velvo Cat. No.—5760 (Sears-Roebuck). 17¢, plus postage. Cost per oz. dry content, 16.4¢.
Barbasol (Barbasol Co., Indianapolis). Large size, 27¢. Cost per oz. dry content, 19.2¢. Small size, 10¢. Cost per oz. dry content, 39¢.
Ladd's (Hamilton Products Co., NYC). 25¢. Cost per oz. dry content, 19.7¢. High fatty acid content.
Old Smoothie (Knickerbocker Products, Holland, Mich.). 39¢. Cost per oz. dry content, 20.3¢. Packed in jars. High fatty acid content.
Stag (Langlois, Inc., Boston). 33¢. Cost per oz. dry content, 21.7¢. High fatty acid content.
Craig-Martin (Comfort Mfg. Co., Chicago). 10¢. Cost per oz. dry content, 21.8¢.
Palmolive (Colgate-Palmolive-Peet Co., Jersey City, N. J.). Large size, 40¢. Cost per oz. dry content, 22¢. Small size, 10¢. Cost per oz. dry content, 29.8¢. High fatty acid content.
No-Nix (Norwich Pharmacal Co., Norwich, Conn.). 29¢. Cost per oz. dry content, 22.4¢. Misbranded: net weight not stated on label.
Colgate (Colgate-Palmolive-Peet Co.). Large size, 40¢. Cost per oz. dry content, 22.9¢. Small size, 10¢. Cost per oz. dry content, 29.4¢. High fatty acid content.
Zip (Jordean, Inc., NYC). 42¢. Cost per oz. dry content, 23¢. High fatty acid content.
Brisk (Armand Co., Des Moines, Ia.). 49¢. Cost per oz. dry content, 23.6¢. Packed in jars. Low fatty acid content.
Zephyr (De Pree Co., Holland, Mich.). 37¢. Cost per oz. dry content, 23.7¢. Packed in jars.
Listerine (Lambert Pharmacal Co., St. Louis). Large size, 23¢. Cost per oz. dry content, 24.5¢. Small size, 10¢. Cost per oz. dry content, 28¢.

Mollé (Mollé Co., Bedford, Ohio). Large size, 32¢. Cost per oz. dry content, 25.1¢. Small size, 10¢. Cost per oz. dry content, 35.3¢.

Lather-Kreem (A. J. Krank Co., St. Paul, Minn.). Large size, 23¢. Cost per oz. dry content, 26.4¢. Small size, 10¢. Cost per oz. dry content, 27.4¢.

Shavami (McKesson & Robbins, Inc., NYC). 39¢. Cost per oz. dry content, 26.6¢. High fatty acid content.

Mennen (Mennen Co., Newark, N. J.). Large size, 39¢. Cost per oz. dry content, 29.4¢. Small size, 10¢. Cost per oz. dry content, 41¢.

Williams Glider (J. B. Williams Co., Glastonbury, Conn.). Small size, 10¢. Cost per oz. dry content, 31.8¢. Large size, 39¢. Cost per oz. dry content, 34.2¢. Low fatty acid content.

Noxzema (Noxzema Chemical Co., Baltimore). 29¢. Cost per oz. dry content,

32.1¢. Cream discolored owing to reaction with container.

Burma Shave (Burma-Vita Co., Minneapolis, Minn.). Large size, 31¢. Cost per oz. dry content, 33¢. Small size, 10¢. Cost per oz. dry content, 35.5¢. Low fatty acid content.

Squibb (E. R. Squibb & Sons, NYC). 17¢. Cost per oz. dry content, 33.7¢. High fatty acid content.

Frostilla (Frostilla Co., Inc., Elmira, N. Y.). 45¢. Cost per oz. dry content, 34.7¢. Misbranded: net weight not stated on label.

Prep (Mark Allen & Co., Detroit). 29¢. Cost per oz. dry content, 37.2¢. Packed in jars.

Euxesis (Aimée Lloyd & Co., England). 59¢. Cost per oz. dry content, 78¢. Low fatty acid content. Cream strongly discolored at discharge end due to reaction with metal top.

Household Cleansing Powders

... scratch and dull porcelain enamel surfaces, according to laboratory tests made at Iowa State College. Here are the results of their tests on 13 popular commercial cleansers

by EVELYN SPARKS

Miss Sparks is a graduate student in the Department of Household Equipment of Iowa State College. She carried on the research project on cleansing powders under the supervision of Mrs. Louise J. Peet, head of the department.

MORE than a year ago CU pointed out that the general run of household cleaning powders and pastes were too harsh for safe use on porcelain enamel fixtures, such as bathtubs and washbowls. CU recommended that despite advertising claims of harmless, scratchless action these cleaners be used only on harder surfaces, such as tile floors or vitreous enamel fixtures.

Now tests made in the household equipment department of Iowa State College bear out CU's recommendations. Experiments made on 13 popular commercial cleansers showed that most of them scratched or dulled porcelain enamel surfaces. Once roughened by abrasive elements, the surfaces quickly collected dirt and stains. More scouring became necessary, and more stains developed. It was apparent that the use of abrasives set a vicious circle in motion.

It was therefore concluded, in line with CU technicians' previous advice (see April 1940 Reports), that abrasive cleaners should not be used on porcelain en-

amel surfaces. If a housewife never starts the use of abrasives, porcelain won't require scouring. Soap and water will be adequate to keep the surface clean, unless grease collects. Then kerosene oil or some other organic solvent can be used.

These conclusions were drawn only after extensive and carefully controlled tests had been made in the department's laboratories. Brands were selected for testing after an extensive market survey had been made. Samples were then purchased in the open market. Check tests were made, and they showed that there were only slight variations in results.

HOW TESTS WERE MADE

BESIDES commercial brands of cleaners, powdered enamel (fine-milled porcelain enamel) and baking soda were tested. The cleaners were scoured on two types of porcelain enamel surfaces—one with a cast iron base and one with a sheet iron base. Since both types are used in homes—cast iron for sinks and bathtubs, and sheet iron for kitchen ranges—the researchers wanted to see if cleaners were safe for either type. And the tests showed that they weren't.

For the tests, members of the department devised a machine which in some ways duplicated the scrubbing motions used by housewives. Equal amounts of each cleaner—spread in an even film—



"HASN'T SCRATCHED YET"?

... tests revealed that Bon Ami, like most other household cleansers, scratched and dulled porcelain enamel surfaces

were used; the scrubbing pad was kept at the same degree of moisture, and a constant amount of pressure was exerted on the cleaner and porcelain surface. Several samples of each cleaner were tested on two sections of cast iron porcelain and two sections of sheet iron porcelain. A fifth section of sheet iron, which unlike the others, wasn't acid resisting, was also used.

To see whether the pad rather than the cleanser caused any of the abrasion, control tests were run with a wet pad without any abrasive. The tests were further checked by hand scrubbing which produced the same type and degree of wear as the machine.

Each powder was applied to five different porcelain surfaces for one hour on three of the surfaces and for two hours on two surfaces. At 15-minute intervals, the samples were replaced with fresh batches of powder and the enamel was

examined for signs of scratching or crazing. Because of the design of the machine used for the test, it produced more wear in the center of the porcelain sections than along the outer portions. Thus the center more than the outer portions represented to the testers the condition of porcelain surfaces after the equivalent of more years of scrubbing with abrasives.

RESULTS OF TESTS

EACH type of porcelain finish—cast iron and sheet iron—reacted to scrubbing in a different way. At the end of 15 minutes nearly all the cleaners produced a fine grain crazing¹ over the entire surface of the cast iron porcelain—the result of the breaking-up of minute bubbles in the enamel glaze. As the scrubbing continued, however, the dulling in the central area was scoured off, leaving a smooth, shiny surface.

With the sheet iron porcelains, the initial scrubbing produced a highly polished surface. In both cases, however, continued scrubbing produced dulling or scratches. Where gentle abrasives were used, these were faint, but nevertheless present. The harsher cleaners caused scratches and pitting to appear rapidly, and created the greatest damage to the surfaces at the end of the testing period.

¹ The term is not used in its defined meaning which indicates a fine cracking of the surface glaze. Instead, as explained, it describes the appearance of the surface after bubbles in the glaze had broken.

Sheet iron porcelain surfaces were damaged most severely by the harsh abrasives, developing concentrated coarse pitting.

On the basis of the cleaners' performance, members of the department rated the cleaners as to harsh, moderate, or gentle action on each section of porcelain. The action of each cleaner varied somewhat according to the porcelain it was tested on. This was probably due to variations in each lot of cleaner, or to irregularities in the surface of the porcelain sections.

The table shows how the members of the department finally rated the cleaners. In general, it was found that *Brite-ize*, *Royal Lemon*, *Bab-O* and *Sunbrite* produced the severest wear on the five enamels. *IGA* and *Kitchen Klenzer* were also harsh in their action. More moderate were *Bon Ami* and *Shi-nup*. The gentlest were *Wright's Silver Cream*, *Old Dutch*, *Porcela*, and powdered enamel. Powdered enamel was awarded the best place more often than any other cleaner except soda, which was apparently harmless to all five of the enamels.

Members of the department found it easier to make a clear distinction between the harsh and moderate cleaners than between the moderate and gentle products. In the same way, it was easier to rate cleaners within the harsh group than within the moderate and gentle groups.

In an effort to find some cleaner which had no abrasive effect on porcelain finishes, members of the department tested *Gold Dust Cleaner* and *Mule Kick Cream Porcelain Polish*. But initial scrubbing showed that *Gold Dust* scratched and *Mule Kick* crazed, so that no further tests were made on these cleaners.

Although it was discovered that all cleaners contained some amount of soap and were alkaline in reaction, no tests were made of their cleaning ability.

How Cleansing Powders Ranked In Abrasive Action

ACTION	RANK	Enamel No. 1	Enamel No. 2	Enamel No. 3	Enamel No. 4	Enamel No. 5
Harsh	1	Sunbrite	Brite-ize	Brite-ize	Brite-ize	Bab-o
	2	R. Lemon	R. Lemon	R. Lemon	Bab-o	IGA
	3	Brite-ize	Bab-o	Bab-o	R. Lemon	R. Lemon
	4	K. Klenzer	Sunbrite	Sunbrite	Cameo	Cameo
	5	Shi-nup	IGA	K. Klenzer	Sunbrite	Sunbrite
	6	Bab-o	K. Klenzer	IGA	IGA	Brite-ize
Moderate	7	IGA	Porcela	Bon Ami	K. Klenzer	K. Klenzer
	8	Bon Ami	Bon Ami	Cameo	Bon Ami	Bon Ami
	9	Wright's	Old Dutch	Shi-nup	Porcela	Old Dutch
Gentle	10	Old Dutch	Wright's	Porcela	Shi-nup	Wright's
	11	Porcela	Shi-nup	Wright's	Wright's	Porcela
	12	"P. enamel	Cameo	Old Dutch	Old Dutch	Shi-nup
	13	Cameo	P. enamel	P. enamel	P. enamel	P. enamel
No wear	—	Soda	Soda	Soda	Soda	Soda

Important results of tests:

Soda never caused apparent wear.

* Powdered enamel always ranked among the gentlest cleaners.

Wright's Silver Cream was in the gentlest group four times and moderate once.

Brite-ize, *Royal Lemon*, *Bab-o* and *Sunbrite* always ranked among the six harshest cleaners.

Corrections

IN THE ratings on shorts and undershirts in the August issue, it was stated that the *Vality* undershirt (3x5 rib) at 22¢ (manufactured by the Rubin-Meltzer Corp., NYC) could be bought through Cooperative Distributors, NYC. CD does not sell this model, though it does sell the *Vality* undershirt (2x2 rib) at 32¢.

IN the ratings on knitted shorts in the August issue, *Sears' Cat. No.—5107* was incorrectly given as *Cat. No.—5149*, and *Sears' Cat. No.—5149* was incorrectly given as *Cat. No.—5107*. The ratings should read as follows:

"Acceptable"

Sears' Cat. No.—5149. 23¢ plus postage.

1x1 rib with 2x2 decorative stripe (instead of —5107). (Rated a "Best Buy" because of low price)

Sears' Cat. No.—5107. 49¢ plus postage.

1x1 rib (instead of —5149).

Canned Red Sour Cherries

PPRICE is an unreliable indicator of quality when it comes to buying canned red sour cherries, according to tests made by the Agricultural Marketing Service of the U.S. Department of Agriculture for Consumers Union. One of the lowest priced brands, *Kroger's*

Country Club, (10¢ a can) received the highest score, while the high-priced *Grisdale* (23¢ a can) appeared near the bottom of the list. Prices varied from 9¢ to 23¢ for a No. 2 can.

Out of 33 brands tested by the AMS for Consumers Union, none was found

sufficiently good to receive a Grade A rating. The AMS grades (Grade A for a score from 85 to 100; Grade C for a score from 70 to 84) are based—in the case of canned red sour cherries—on color, character (uniformity, texture, taste, &c.), and absence of defects (lime-rubs, scars, scabs, spray scald, blemishes, pathological defects and insect injuries).

Canned Red Sour Cherries

BRAND AND PACKER OR DISTRIBUTOR	COST PER NO. 2* CAN (¢)	SCORE	BRAND AND PACKER OR DISTRIBUTOR	COST PER NO. 2* CAN (¢)	SCORE	BRAND AND PACKER OR DISTRIBUTOR	COST PER NO. 2* CAN (¢)	SCORE
Grade C								
(In order of score)								
KROGER'S COUNTRY CLUB (Kroger Grocery & Baking Co., Cincinnati).....	10	83	GENEVA (Geneva Preserving Co., Geneva, N. Y.).....	15 ²	77	MISS MICHIGAN (Fremont Canning Co., Fremont, Mich.)	10	73
BRIMFULL (H. A. Marr Grocery Co., Denver).....	15	80	PREMIER (Francis H. Leggett & Co., NYC).....	21 ²	76	IRIS (Haas, Baruch & Co., Los Angeles).....	16 ⁴	72 ³
ROYAL SCARLET (R. C. Williams Co., NYC).....	20	80	STURGEON BAY (Fruit Grow- ers Co-operative, Sturgeon Bay, Wisc.).....	13	76	MORGAN (John Morgan Co., Traverse City, Mich.).....	9	72
LAWRENCE (Lawrence Pack- ing Co., Lawrence, Mich.).....	12	79	WEGNER (Wegner Canning Corp., Sodus, N. Y.).....	15	76	A & P (A & P, NYC).....	11	71 ^{3, 4}
RAINBOW (Selected Products, Inc., Chicago).....	15	79	MANHATTAN QUALITY (Manhattan Grocery Stores, NYC).....	21	75 ³	BLACK & WHITE (Haas, Baruch & Co.).....	13 ¹	71
WHITE ROSE (Seeman Bros., Inc., NYC).....	15	79	REYNOLDS (Reynolds Preserv- ing Co., Sturgeon Bay, Wisc.)	13	75	CO-OP Grade C (National Co- operatives, Inc., Chicago)...	10	71
LILY WHITE (R. H. Macy & Co., NYC).....	21	78	BLUE & WHITE (Red & White Corp., Chicago).....	13	74	GRAND UNION (Grand Un- ion Co., NYC).....	16	71
MONARCH (Reid, Murdoch & Co., Chicago).....	13 ¹	78	DELLFORD (Middendorf & Rohrs, NYC).....	20	74	GRISDALE (Gristede Bros., Inc., NYC).....	23	71 ³
S & W (Sussman, Wormser & Co., San Francisco).....	27 ²	78	FAME (Fame Canning Co., Indianapolis).....	11	74	KUNER'S (Kuner Pickle Co., Brighton, Colo.).....	10 ¹	71
SUPREMA (Lewis & Aylesbury, Los Angeles).....	12	78	LILY OF THE VALLEY (Snider Packing Corp., Rochester, N. Y.).....	15 ¹	74	Substandard		
			SNIDER (T. A. Snider Preserve Co., Rochester, N. Y.).....	10 ¹	74	AYLMER (Canadian Cannery Limited, Hamilton, Can.) ⁴ ...		
			DUCHESSE (A. Krasne, Inc., NYC).....	15	73	HART (W. R. Roach & Co., Grand Rapids, Mich.) ²		

* 1 lb. 3 oz. or 1 lb. 4 oz. can. ¹ 15½ oz. or 1 lb. (16 oz.) can. ² 1 lb. 5 oz. can. ³ Labeled "Fancy" or "Grade A." ⁴ 1 lb. 2 oz. can. ⁵ One can substandard because of off-color. ⁶ All cans exam-
ined substandard because of poor character of fruit. ⁷ One of cans examined spoiled and swelled out of condition.

Canned Red Kidney Beans

Grade A								
(In order of score)								
UNCLE WILLIAM (Marshall Canning Co., Marshalltown, Ia.).....	9 ¹	96	STOKELY'S (Stokely Bros. & Co., Indianapolis).....	11	90 ²	SWEET GIRL (National Tea Co., Chicago).....	10	86 ²
MARCO (H. A. Marr Grocery Co., Denver, Colo.).....	10	93	BLUE & WHITE (Red & White Corp., Chicago).....	10	89 ³	AVONDALE (Kroger Grocery & Baking Co., Cincinnati)...	9	85 ²
MONARCH (Reid, Murdoch & Co., Chicago).....	14	92 ²	RED & WHITE (Red & White Corp.).....	12	89 ^{2, 3}	Grade C		
IRIS (Haas, Baruch & Co., Los Angeles).....	12	91 ²	RICHELIEU (Sprague, Warner & Co., Chicago).....	15	89	(In order of score)		
B & M (Burnham & Merrill Co., Portland, Maine).....	11	91 ²	ROYAL SCARLET (R. C. Williams & Co., NYC).....	15	89 ²	HART (W. R. Roach & Co., Grand Rapids, Mich.).....	10 ¹	84
SHURFINE (National Retail- Owned Grocers, Inc., Chicago).....	13	91 ^{2, 3, 4}	TASTEWELL (National Retail- Owned Grocers, Inc.).....	10	89	KROGER'S COUNTRY CLUB (Kroger Grocery & Baking Co., Cincinnati).....	7 ¹	84
SULTANA (A&P, NYC).....	8 ¹	91 ²	JOAN OF ARC (Illinois Can- ning Co., Hoopeston, Ill.).....	10	88 ⁴	HEINZ (H. J. Heinz Co., Pitts- burgh).....	12 ⁷	83
YELLOWSTONE (Paxton & Gallagher Co., Omaha, Neb.)	13	91	WHITE ROSE (Seeman Bros., Inc., NYC).....	12	88 ²	PHILLIPS (Phillips Packing Co., Inc., Cambridge, Md.).....	7 ¹	83
FRIEND'S (Friend Bros., Inc., Boston).....	19 ⁴	90 ²	CO-OP (National Cooperatives, Inc., Chicago).....	10	87 ²	WHITE SWAN (Waples-Platter Co., Fort Worth, Tex.).....	9	83
STANDBY (Fine Foods, Inc., Seattle).....	13	90 ²	HOME BRAND (Griggs, Cooper & Co., St. Paul, Minn.)	12	87 ²	BURBANK (McKeon Canning Co., Inc., Burbank, Cal.).....	10	80
			PREMIER (Francis H. Leggett & Co., NYC).....	13	87 ^{2, 4}	ROB-FORD (American Stores Co., Philadelphia).....	10	80 ⁴
			S & W (S & W Fine Foods, Inc., San Francisco).....	14	87 ²			
			FUTURE (Kincaid & May Bros., Co., Minneapolis, Minn.)...	9	86 ²			

* 1 lb. 4 oz. ¹ 15½ oz. or 1 lb. (16 oz.) can. ² 1 or more cans tested were Grade C because of excessive defects. ³ 1 or more cans tested were Grade C because of unsatisfactory con-
sistency. ⁴ Labeled "Fancy" or "Grade A." ⁵ 1 lb. 6 oz. can. ⁶ 1 lb. 12 oz. can. ⁷ 1 lb. 1½ oz. can. ⁸ 1 can substandard because of excessive defects.

The water-packed type of canned red sour cherries is best for pies and cakes,

while cherries packed in syrup are generally preferred for desserts.

Canned Red Kidney Beans

TO GET a Grade A rating from the U. S. Department of Agriculture's Agricultural Marketing Service, canned kidney beans must receive a total score of 85 or more. They should be tender, have good flavor, and be free from defects such as loose skins, or split, broken, mashed or discolored beans. In addition, their consistency should be such that they form a mound when poured from the can, instead of leveling off.

Because some of the 31 brands tested by the AMS for Consumers Union did not measure up to Grade A standards in one or more of these respects, they

were given Grade C ratings despite total scores of 85 or more. For the rigid scoring system of the AMS requires that, no matter how high the total score, cans must have Grade A scores in each of the grading categories before they can get a final Grade A rating. Consequently, when samples of brands contained mushy or broken beans, the brand was rated Grade C, in spite of its possibly excellent taste and texture.

The listings give the brands tested in order of score, with notations in cases where they failed to meet the standard in some respect.

control regulations restrict the variety offered for sale in some cities. Individual retailers, even in the larger cities, may confine their stocks to one, two or three varieties. But other dealers will probably have made different choices, so that in most cities you will be able to find a great many kinds and qualities.

From the point of view of domestic consumption, bituminous coal can be grouped into about a dozen significant classifications, depending upon: (1) the proportion of its volatile matter (coal gases) to its fixed carbon—the solid black substance which burns last and much more slowly than the other elements; (2) heating power, softness, size of chunks, ash content and tendency to clinker.

WHAT TO LOOK FOR The veteran homeowner usually knows what to look for when he buys bituminous coal. He knows that a black, glossy coal may neither store nor burn better than a brown, streaked coal, in spite of the fact that it may sell for more. He knows also that, depending largely on the time and attention he is willing to give his furnace or stove, a more expensive smokeless, non-clinking coal may be a cheaper buy in terms of actual heat and trouble saved than a less expensive coal.

How to Buy Bituminous Coal

It's a good idea to compute the cost of the heat you buy, as well as the cost of the coal. In this article CU tells how to do it—plus some general tips on selecting bituminous coal

LAST month CU described various methods of saving fuel by insulating your house, repairing your heating plant, installing automatic thermostats and damper regulators, and using proper techniques for firing coal.

Knowing how to buy fuel is another way to get the maximum of heat at a minimum cost. This problem is especially difficult for the user of bituminous coal because of the multiplicity of types and qualities. The information on this page is intended to aid the bituminous coal buyer.

FROM more than 100 varieties of bituminous coal available, 14 million families in the United States, or about three families in every seven, will make their fuel choices this Winter. Prices paid will range from \$1.75 a ton for coal delivered to points near the mines, to \$17 or \$18 a ton for western high volatile bituminous delivered at San Francisco and other West Coast cities. Mined in 27 states and distributed to all 48, bituminous coal is the most widely used of all Winter fuels because of its availability, generally low cost and satisfactory performance in ordinary types of furnaces and stoves.

Not all consumers, of course, will have a choice of all the varieties represented on the national market. Local coal may be so much cheaper than other coal that it will be the only variety stocked, whatever its quality. City smoke

How to Compute the Cost of Your Heat

1	2	3	4	5	6	7
NAME OF COAL	SIZE OF LUMPS	BTU'S PER POUND	BTU'S IN MILLIONS PER TON (Col. 3 div. by 500)	PRICE PER TON	COST OF A MILLION BTU'S (Col. 5 div. by Col. 4)	ASH FUSION TEMPERATURE

FOR example, if the Btu number as given to you by your dealer is 14,400, divide by 500 (assuming you are buying a net ton)¹ to get Btu's in millions per ton. This would give 28.8, the figure to put in Col. 4.

If the price per ton is \$8.65, divide this by 28.8 and you get 30c, the cost of one million heat units of this particular coal. This figure goes in Col. 6.

The lowest figure in Col. 6 indicates which coal will give the most heat for the least money, if properly burned.

If the figures in Col. 6 are about equal, ask your dealer about ash and sulphur content. If these are high, it means added inconvenience in removing ashes and guarding against odors, but it does not necessarily mean you are paying more for your heat.

Approximate analyses are provided by all major producers of coal to the wholesalers or retailers with whom they deal. Such analyses are made either by private concerns, or by the Bureau of Mines of the Department of the Interior. Analyses for all well known coal seams are now on record in Washington. Any consumer wishing to obtain more detailed information on the quality of the coal he is burning than is available from his dealer may write to the office of the Bituminous Coal Consumers' Counsel, Post Office Box 483, Benjamin Franklin Station, Washington, D. C. If the source of the coal can be identified, the analysis will be sent to the consumer within a few days.

¹2000 pounds. A gross ton is 2240 pounds; if you are getting gross tons, divide by 446.

In any case, he may decide the effort necessary to convert into heat the elusive coal gases and volatile carbon of the less expensive coal may not be worth the money saved.

The veteran homeowner also takes into consideration the type and physical condition of his heating equipment. He knows that high volatile coal requires a large combustion chamber (the open space inside the furnace) for efficient burning, and that if the furnace is squat, with not much room above the firebed, half or more of the heat may be lost. He knows, also, that the smaller-sized coal requires more draft for efficient burning than does the larger-sized.

HOW TO SELECT Before buying, the homeowner should compute the cost of the heat he is buying as distinguished from the cost of the coal. Here are some suggestions which may simplify the job of selecting bituminous coal.

Select a reliable and well informed coal dealer. You will need his cooperation in choosing the best coal for your particular needs. Large furnaces, small furnaces, hand-fired and stoker-fired plants all have different requirements.

Tell your dealer the size and type of the furnace or stove you're using at present and your past experience with coal of various kinds and sizes.

Bituminous coal may be high volatile, medium volatile, or low volatile. (Volatile content in excess of 30% means a certain amount of smoke.) Under each of these heads the important considerations are: (1) heating power, or the Btu (British thermal unit) measure; (2) softness (tendency to break into small pieces); (3) size; (4) ash content (this is all waste matter); (5) ash softening temperature (this may be as low as 2000° F or as high as 2500° F; and the lower the temperature, the greater the tendency to clinker).

Many different coal sizes are prepared by successive screenings—in some districts more than 100. The usual designations, from large to small, are: Lump, Egg, Stove (also called Large Nut or Small Egg), Nut, Pea (also called Small Nut and Stoker), domestic run-of-the-mine (very small pieces, including perhaps, some powder). So-called "stoker coal" varies greatly, since the term has come to be applied to any size suitable for burning in the usual worm-driven type of automatic stoker.

When you have decided on one or more varieties which appear to meet your needs, ask your dealer for information with which to fill in the accompanying table. From it you can determine roughly the cost of the heat in a ton of coal, as well as the general desirability for your needs.

MEDICAL SECTION

HAROLD AARON, M. D., SPECIAL MEDICAL ADVISER

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CU's Medical Consultants give technical advice on matters of medicine which lie within their fields. CU is responsible for all opinions concerning social, economic and public health questions.



Dandruff and Baldness

CU's medical consultants shed some light on the nature, prevention and treatment of these much-publicized scalp disorders

by DR. MARION B. SULZBERGER
and DR. RUDOLPH BAER

Dr. Sulzberger, a CU medical consultant, is editor of the "Journal of Investigative Dermatology." Dr. Baer has been associated with Dr. Sulzberger for several years.

SCALP disorders, particularly dandruff and baldness, have always been matters of great interest for the general public. This is partly due to the fact that practically everybody has at some time suffered from some kind of scalp trouble; and it is also the result of the prominence of the symptoms of scalp disorders; they're much more apparent to the casual observer than a faulty heart or liver.

Many members of the cosmetic industry have not hesitated to capitalize on people's interests and fears regarding scalp trouble. As in other fields, ingenious advertising campaigns have kept the public acutely aware of their hair and scalp, and promoted scores of remedies for actual and fancied scalp disorders. In some cases claims have grown so wild and obviously false that the Federal Trade Commission has been forced to step in with "cease and desist" orders. And not only the small, little-known firms have been guilty of misrepresentation; national, otherwise reputable drug manufacturers have found themselves in the FTC's docket.

Perhaps one reason why manufacturers and advertisers have made the sky the limit in their promotion of scalp reme-

dies is that there's a great deal which isn't known about the nature, causes and treatment of scalp disorders. Eminent medical authorities still disagree as to causes of some common scalp ailments, and little progress has been made in the past years in general knowledge about scalp troubles.

We shall have to limit ourselves here to a brief summary on the care of the so-called *healthy scalp* and of the condition called *dandruff* as well as, of the *common type of baldness*. The healthy scalp can be defined as one with a "normal" growth of hair, a "normal" rate of falling hair, a "normal" rate of hair replacement and a "normal" amount of oil and dandruff. From the foregoing definition it is evident that certain manifestations which are generally considered evidence of disease in the layman's mind are not necessarily signs of an abnormal state of the scalp. In other words, loss of hair at a certain rate of speed and a certain kind and amount of oiliness and flakiness or scaliness of the scalp are normal.

It is impossible to find among apparently normal adult individuals any significant number who are entirely free of dandruff, especially if the individuals examined have not shampooed their scalp for a few weeks preceding the examination. The human scalp even at its best will show from time to time, a mild degree of scaling. This we believe, cannot be considered a "disease." The transition to the abnormal state is, therefore, quantitative and a very gradual one, so that it is often not possible to state just where

abnormality begins and normality ends. However, when an individual suffers from fully developed seborrhea (which is the medical term for that scalp condition which is the common cause of dandruff in man) there is no doubt in any one's mind that we are dealing with a true disease. Seborrhea means flow of oil or "sebum," and is evidence of a hyperactivity (overactivity) of the oil glands in certain regions of the human body.

This hyperactivity or hypersecretion may be the basic cause of many forms of what are ordinarily called either *dry scalps* or *oily scalps*. We cannot emphasize too strongly that both of these common types of scalp abnormalities, that is, both "dry scalp" and "oily scalp," can be caused by the same underlying condition and may be merely evidence of the same process occurring in varying degrees or under different conditions.

Thus, in many cases of "dry scalp" the oily or fatty secretions (sebum) of the oil glands of the scalp are of *tallowy* consistency and become mixed with small particles of horny material from the uppermost layers of the skin (which is

normally in a continuous, although only microscopically visible, state of peeling). To this tallowy, horny flake there are added the dust particles and even the germs ordinarily present in the air, on the hair and on the scalp.

These four together (sebum, horny scales, dust and germs), form the bulk of the apparently dry, although in reality, merely tallowy, scale which is known as "dandruff." No doubt the body temperature, the outside temperature, the rate and type of activity of the sebaceous glands, the kinds and numbers of germs present, and many other factors may play an important role in determining just the amount and type of dandruff.

As a rule "dry scalp" is the condition to which all those "friends" of yours refer when they cause you embarrassment by discovering powdery "snow flakes" on your dark blue suit. "Oily scalp," on the other hand is that condition of the scalp in which your sebaceous glands deliver material of a more oily or fluid type and in which your locks hang lank and heavy and greasy. Both the "dry" and "oily" types of scalp usually involve the entire scalp, although in some people dandruff occurs in "patches." But if there is marked scaling in small patches on an otherwise normal scalp, some disease other than dandruff must be suspected. Dandruff is generally not accompanied by any sensations, though sometimes it may cause mild or on occasion even rather severe itching.

BALDNESS

ONE OF the questions most commonly asked by laymen regarding scalp disorders is: "What relationship is there between dandruff, oily scalp and baldness? Is dandruff or oily scalp either the forerunner or the cause of baldness?" In the present state of medical knowledge, it's impossible to give a definite answer.

Although there appears to be some connection between dandruff and baldness, it is certain that in innumerable cases dandruff and scalp oiliness of the most severe types can last for years without leading to the slightest loss or thinning of the hair. In other persons baldness appears at an early age without being preceded or accompanied by any marked oiliness or dandruff. Indeed, many women have more dandruff and oilier scalps than many men, yet the common type of baldness is practically nonexistent in women.

It's therefore probable that neither dandruff nor oily scalp is the *cause* of baldness. However, there is convincing evidence that these three scalp conditions are in some way connected and probably have some common causal basis. There is further evidence that the tendency to all

three of these conditions runs in families.

One view regarding the causation of common baldness is that there is some connection between it and the functioning of the male sex glands. In support of this view is the fact that the common male form of baldness, and also the common form of acne which is often associated with seborrhea and baldness, never occurs in eunuchs (males who have been castrated before reaching puberty). And as mentioned before, the common form of baldness is practically unknown in women.

A better supported theory is that family and hereditary racial tendencies are of major importance as causes of baldness. That is, the species of man (and of certain higher apes) tends to become bald. And, more important still, a man from a family with a history of cases of baldness has a much greater chance of becoming bald—if other suitable conditions exist—than a man in whose family there are no cases of baldness. This applies to male relatives on the mother's side, as well as on the father's side.

A multitude of other factors have been held up as causes of baldness: excessive wearing of hats or failing to wear hats; too frequent washing of the scalp or insufficient washing; too much sun or too little sun. But there is no evidence to support any of these factors as causes of common baldness.

The ads for hair tonics and shampoos make much of infection with germs as a common cause of baldness, and also dandruff (see picture). Present evidence points to the belief that the microorganisms found in dandruff and oily scalps are not the only or the principal causes of seborrhea or baldness. Generally these germs are "saprophytes," that is, "they only live there" because they find the oils and greases favorable to their growth. However, a few reputable specialists still disagree with this opinion.

PREVENTION AND TREATMENT

IT GOES without saying that a good general physical condition is just as important for a healthy scalp as it is for a healthy heart, or liver, &c. Sufficient rest, adequate exercise, and a well balanced diet, containing a sufficient supply of vitamins, particularly vitamin A and B (B complex) are essential in this respect. The importance of the relationship between these vitamins and the growth and maintenance of the scalp hair is not yet definitely established but there is some evidence in experimental animals that vitamin A and B may play a role in the production of certain types of dandruff and of baldness. Nevertheless, there is as yet no proof that either the taking of vitamins internally or the local appli-

AT THE FIRST SIGN OF INFECTIOUS DANDRUFF—

Listerine!



Scalp is healthier, cleaner

WHEN ugly flakes and scales begin to appear your clothes, when your scalp begins to itch and burn, and when you feel that you are becoming a "dandruff man," it's time to act—act fast!

Nature may be working so that the infectious type of dandruff has not yet begun to get you worse.

Start now with Listerine Antiseptic. Just dipse it on your scalp and hair morning and night and follow with vigorous and persistent massage.

This is the simple medical treatment which has shown such extraordinary results in a substantial majority of clinical test cases. . . the easy method used by thousands in their own homes.

Listerine, the antiseptic that has been known for more than 50 years as a mouth wash and gargle, often brings quick improvement in cases of infectious dandruff, because it gives both hair and scalp an antiseptic bath. The bacterial dandruff scales begin to disappear. Your scalp feels healthier, more invigorated. And meanwhile, Listerine is killing millions of germs on scalp and hair, including the queer "bottle-brilliant" microorganisms that are the cause of the infectious type of dandruff.



Clinical results of this simple, pleasant treatment have been literally amazing. In one test, 76% of dandruff sufferers who used Listerine and massage twice a day, within a month showed complete disappearance of, or marked improvement in, the symptoms.

If you've got the slightest symptom of this trouble, don't waste any time. You may have a real infection, so begin today with Listerine Antiseptic and massage. To save yourself money, buy the large economy size bottle.

LANEY PHARMACEUTICAL CO., ST. LOUIS, MO.

IF IT'S A SERIOUS CASE

... better see a dermatologist. No commercial preparation can be relied on for the treatment of dandruff

BALDNESS FOLLOWS DANDRUFF

MANY bald-headed people you meet become bald because they fail to rid their scalps of dandruff infection. As various times they succeed temporarily relief by removing the surface particles of dead skin with shampoos and washes. But, while they work accomplishing the underlying cause of dandruff was damaging their hair-growing structure and leaving them to baldness.

Thomas' Dandruff Cure is a miracle hair tonic. It cures dandruff, restores hair growth, and prevents more hair loss. They have helped a quarter-million active persons. Don't it seem reasonable that they can help you, too, to retain your hair? Call today for a free examination.

THE THOMAS'

(Complete Instructions for Use and Results on all bottles)

41 E. 42nd St. at Madison 1450 Broadway at 41st
 165 Broadway (15 Church St. at Fortland)
 Brooklyn—16 Canal St. Newark—744 Broad St.
 1000 E. 10th Ave. W. N. SATURDAY, 1941

"BALDNESS FOLLOWS DANDRUFF?"

... not necessarily. And the ad doesn't mention some of the more significant factors behind baldness

cation of vitamins has the slightest helpful effect in the treatment of human dandruff or baldness.

For normal adults living in modern civilized communities, local care that will promote a healthy scalp should consist of shampooing once weekly with a non-irritating plain soap, oil shampoo or tar shampoo. Given a normal scalp, the frequency or infrequency of the use of water and soap does not seem to make any difference in the production of scalp abnormalities.

In addition, the hair should be brushed once or twice daily, with a brush with bristles which are sufficiently sharp and closely set to exert a tug on the hair; and still not so stiff or pointed as to cause any mechanical damage or irritation of the scalp. This brushing should be executed for one quarter hour at a time (by the clock). It is the best type of massage which you can give your scalp. It is a much better, and considerably less expensive type of massage than that produced by many of the highly advertised "famous" methods which are largely ineffective.

It should always be remembered that it is normal to lose continually a certain number of hairs daily, and that these are ordinarily regularly replaced by other, newly grown, hairs. This fact is not realized by many people who are unduly concerned about loss of a few dozen hairs every day, and who become unduly panicky when they see the hairs on comb or brush or pillow or in the tub or wash basin.

Many people expose their scalps to the sun to get a "good burn" in the belief that it will keep their scalp in good condition or cure an abnormal condition. In some persons this procedure is dangerous to general health and it certainly does not tend to prevent baldness. Indeed some dermatologists are convinced that excessive exposure of the head to the summer sun may even accelerate the advent of baldness in persons with a familial tendency in this direction.

The value of hair tonics is difficult to estimate but it may be said in general that their most effective ingredient is usually their alcohol content. This dissolves the greasy and tallowy deposits on the scalp and the hair and acts as a pleasant cleanser. Among the other ingredients of common hair tonics are various mild germicides which may have some beneficial effect but certainly cannot cure or prevent baldness.

There is nothing to be said against most of the purchasable popular hair tonics, except that all hope of their preventing or curing falling of the hair must be considered to be without basis in established scientific fact.

Though women needn't worry about getting bald, modern "beauty" methods—permanents, wave-sets, tintings, rinses—in the long run have a harmful effect on the appearance of their hair. They tend to make hair lifeless, dry and brittle, and more seriously, can cause skin and scalp irritations on individuals who happen to be hypersensitive (allergic) to any of the ingredients used.

If you find more than a normal amount of dandruff on your scalp you should without fail consult a physician—if possible, a reputable dermatologist. It is always possible that symptoms resembling dandruff or scaly scalp or even baldness may be caused by diseases such as eczema, psoriasis or ringworm. Moreover, certain cases of common dandruff cannot be corrected without properly adjusted and individualized medical treatment. For all cases of abnormal scalp conditions, in fact, individualized scientific diagnosis and, if necessary, treatment by an experienced physician is indispensable. Remedies put out by patent medicine and cosmetic companies or beauty parlors are unsatisfactory substitutes.

In the male, proper treatment of the scalp is the best measure—not to prevent baldness, but to slow down that process which in many individuals finally leads to baldness. This statement is not meant to give the impression that every case of oiliness or dandruff in men necessarily ends in baldness, but only to emphasize once more that the medical treatment of dandruff and oiliness and of excessive falling of the hair is also the most promising means of delaying baldness.

Some Common Food Fallacies . . .

—From "Good Health and Bad Medicine" (a CU publication) by Harold Aaron, M.D.

Hot breads are hard to digest.

If the bread is thoroughly baked, it is digested as well when hot as when cold. When bread or biscuits are not well baked, the inner part, consisting of soggy dough, is not thoroughly digested by the digestive juices and this may cause "gas" and cramps.

Meats cause high blood pressure, kidney disease and rheumatism.

This is not true for the normal person. The Eskimos live on flesh and fats and have less of these disorders than we do. Meat is harmful only when the kidneys are so badly damaged that they cannot excrete nitrogen products. In certain kidney disorders, on the other hand, large amounts of meats are prescribed. Meat is harmful in gout, which is a disorder entirely distinct from rheumatism or arthritis. In arthritis, meat is valuable.

Oysters should not be eaten in months without an R.

Oysters may be eaten at any time, but they are not so good when full of spawn, or directly after spawning. The spawn gives them a flat taste and just after spawning the flesh is stringy. This occurs in the months of May, June, July and August.

Eating acid fruits or vegetables and starches together causes indigestion.

While the tomato, for example, is an acid food, the acid facilitates and does not interfere with the digestion of potatoes or other starchy foods. Tomatoes are an excellent source of vitamin C and can be profitably included in any meal.

Acid foods cause "gastric hyperacidity."

Hyperacidity of the stomach occurs in organic diseases of the stomach such as ulcer; or after too much smoking or drinking or during emotional upsets. It is rarely caused by any specific food itself.

Spinach is rich in iron.

That is true; but not in the kind of iron that is easily absorbed by the body. Liver, molasses, lima beans and egg yolk are richer in absorbable iron than spinach is.

Roughage foods are necessary for good bowel function.

Roughage food, such as bran, can cause severe irritation of the bowel and aggravate constipation. The amount of residue in a normal diet is usually sufficient for ordinary bowel functions.

Other common fallacies:

Tomatoes cause cancer.

Meat makes a person belligerent.

Fish is a good brain food.

GENERAL SECTION

CONSUMER NEWS AND INFORMATION



Grade Labeling

... of canned goods is something consumers definitely want, the surveys show. Opposition from canners is beginning to give way; but determined consumer pressure is still called for

THE National Canners Ass'n is reported to be "heartened" by a study of grade labeling that it recently bought and paid for. Consumers will also be heartened. For despite as tricky a set of questions as you ever saw, the fact shows through (but not in the canners' trade press) that consumers want grade labeling for canned goods.

As reported in the trade press, the study consisted of a series of questions asked of "7,500 women 18 years of age and over in several economic levels."

Preliminary questions showed that three-fourths of the women thought the canned fruits and vegetables they used were of good quality (if they didn't, we should suppose they'd switch to other brands); about 12% had found misrepresentation as to quality, and 23.6% had been disappointed with canned fruits and vegetables in other ways.

Over 70% thought that milk and fresh fruits and vegetables were better buys for the money than canned fruits and vegetables. Most of those questioned bought their canned goods by brand names (this is what heartened the canners most).

As for grade labeling, only 29% had ever heard of it, and only 15½% were sure that they had ever bought grade labeled canned goods. The key question was phrased as follows:

Would your own personal buying of canned fruits and vegetables be made easier if the labels all had standard grades like A, B, or C to describe the quality, or is it easy enough to pick the kind you want without that?

That word "kind" was inexcusably misleading; many of those questioned undoubtedly took it to refer either to the brand name or to the kind of food in the

can. Nevertheless, five out of every eight answered that grade labeling would make their own buying easier. And 83.8% of those questioned said that grade labeling was either "necessary" or "a good idea."

A SERIOUS flaw in the questions regarding grade labeling was the fact that they were asked of everyone, not specifically of the 29% who had heard of it or the 15½% who had actually bought grade labeled canned goods. When over two-thirds of those queried have never heard of the subject of the query, the answers become primarily a sampling of ignorance.

But despite these and other inadequacies in the canners' questionnaire, it is plainly apparent that consumers would welcome grade labeling.

The canners' study follows another one widely interpreted in the trade press as proving the inadequacy of grade labeling of canned goods. That one was conducted by the St. Louis Better Business Bureau, which submitted 275 cans carry-

ing grade labels of various kinds to the Agricultural Marketing Service for re-grading. About 70% were found to be on or above grade and 30% below.

The study failed to mention, however, that the original grading had not been made under the continuous inspection of the AMS. Like other similar surveys, which have been similarly misinterpreted, this study actually did no more than reinforce the argument of informed consumers that voluntary grade labeling, while certainly better than nothing, is no substitute for government inspection resulting in official grades.

The totally unwarranted conclusions drawn from such surveys as these have one important meaning for consumers: the entrenched opposition to grade labeling of canned goods is crumbling. Even the objections which the canners advance begin to have a more and more hollow sound.

A recent ludicrous example was the warning by Ralph Keller of George A. Hormel & Co. that grade labeling would kill the incentive to produce higher quality products.

Said Mr. Keller: "If a better grade were produced how could it be identified, and, since standards of the highest grade had already been set up, who could decide what is better than that which has already been proclaimed as best?"

Apparently Mr. Keller believes that if farmers learned how to grow better tomatoes we wouldn't have sense enough to revise grade standards upwards.

ON THE positive side, progress toward universal grade labeling of canned goods can be seen everywhere. Three hundred customer interviews conducted jointly by the Department of Agriculture and R. H. Macy & Co. showed that only 30% had heard of grade labeling. But 95% wanted further information, and 97% of the questionnaires returned after a graded product had been used indicated a desire to repurchase.

Wilkinson, Gaddis & Co., operators of



AMS SEAL

The Agricultural Marketing Service uses seals of this type on labels of canned goods graded and packed under the continuous inspection of the Dep't of Agriculture

150 groceries and supermarkets in New Jersey, have announced that they will buy only canned goods which are accompanied by a certificate of the AMS grade.

Twenty-four canneries operated by 18 firms¹ now operate under the continuous inspection and grading of the AMS, and over 200 have applied for the same supervision—indicating, among other things, that the boycott which certain distributors were reportedly threatening last Spring for any canner using grade labeling didn't work so well.

Grade labeling for canned goods is definitely here, although its full benefits will be received only in the years to come and only as consumers keep up their pressure for it.

Graded brands still account for only a small proportion of the market; the hard-working AMS, now spending much of its time on defense work and on food being sent to Britain, is still pathetically under-

¹ CU has prepared a list of these firms and their graded products, which will be sent to any CU member upon request.

staffed for the job to be done; and much powerful opposition to the movement remains to be heard from.

But no longer can there be any question that the principle has established itself.

And for that, consumers as a whole can thank all the women's clubs, consumer groups, cooperatives, and enlightened business interests which believed in grade labeling and fought for it when the trend was all the other way.

Is that all? By no means. Consumers should realize that grading standards can and should be applied to innumerable other items which they buy largely in the dark today.

Textiles, fresh fruits and vegetables, meats, staple foods, furniture, carpets, household appliances and supplies—to which of these fields can the principle of intelligent buying through standard grades be extended by consumer demand?

Consumers Union will have more to say about that in the near future. But the example of canned goods shows that the job can be done.

the Committee was hostile to the Treasury's recommendations that *all* excessive corporate profits be taxed and not simply excessive defense profits. The chairman of the Committee, Democratic Senator George of Georgia, said that he believed that the Committee was opposed to this kind of excess profits tax.

He expressed great concern about the health of corporate enterprise. "It is not wise," he said, "to take a pound of flesh this year and leave industry skeletonized next year." Financial statements of leading corporations, however, would seem to indicate that the skeleton still has a surprising amount of flesh on it. Thus, the National City Bank reports that 360 leading corporations had net profits of \$785,000,000 during the first half of 1941, an increase of 20% over the corresponding period in 1940. These increased profits are all the more significant, since most corporations piled them up despite wage increases and greater tax charges.

ONE particularly flagrant proposal came from a representative of the Investment Bankers Association of America, the members of which took the public for a financial ride during the hectic '20s. This proposal typifies the attitude of business toward the whole question of taxation and national sacrifice. It shows that business believes in the greatest possible profits for itself on defense contracts, together with the highest possible taxes on consumers and the low-income groups to pay for the defense contracts. The proposal also reflects the atmosphere of the present Senate hearings, since it was not challenged by the Committee members.

The IBA representative first urged that corporate taxes be reduced by \$348,000,000. This sum was to be made up by increasing excise taxes on tobacco, gasoline and liquor far beyond the levels set by the House in its bill.

Then he came to the heart of his proposal. He urged the Committee to impose a "purchase tax" which would raise \$561,000,000 by taxing all commodities except "absolute necessities." Although he used a different phrase, his purpose was clear—to put the burden of taxes on the bulk of the population through a general sales tax. The sop about excluding necessities from the scope of the sales taxes meant little, since necessities could be progressively defined away into non-essentials.

Such a general consumption tax would strike a heavy blow at the already inadequate living standards of many sections of the population. Chairman Marriner S. Eccles has described the effects of this kind of tax in these words: "Sales taxes may have been appropriate in poverty-

A General Consumption Tax

... seems to be what big business and wealthy groups are angling for in the present tax bill. Unless consumer pressure reaches the Senate quickly and forcefully, consumers and low-income groups may expect to see their living standards seriously affected

THE prospects for a tax measure which will deal fairly with consumers and low-income groups are getting darker and darker. On August 4 the House of Representatives by a vote of 369 to 40 passed a new \$3,200,000,000 tax bill without eliminating any of its bad features (see August issue of *CU Reports*).

On the other hand, the representatives didn't hesitate to cut out one of the few good provisions of the bill. Yielding to pressure from high-income groups, they struck out the proposal for a single joint return for married couples—a proposal which would have closed up a loophole now used by rich husbands and wives to dodge taxes.

The House's refusal to close this one loophole cut \$323,000,000 from the estimated revenue to be provided by the bill. Business and high-income groups want the deficit made up by more taxes on consumers and low-income groups, who are already carrying a disproportionate share of the tax burden. And the Senate Finance Committee, now holding hearings

on the tax bill, doesn't seem unwilling to accede to big business's proposals. Instead of rewriting the unfair House bill so that the burden is distributed fairly among all groups, according to the democratic principle of "ability to pay," the Committee has permitted big business to use the hearings as a platform from which to campaign for a *general consumption tax*.

Secretary of the Treasury Morgenthau has aided this assault on the living standards of the great bulk of consumers by advocating that exemptions from income taxes be reduced to \$750 (about \$14.50 a week) for a single person and \$1,500 for married couples. Moreover, the Treasury Dep't has recommended that increases of about 200% in taxes on incomes below \$5,000 (made in the House bill) be raised still higher.

This latter proposal—which would make about 2,000,000 additional persons at the lower end of the income scale pay income taxes—received warm support from the Senate Finance Committee. But

stricken countries of the Old World where governments must extract revenue from their citizens in any fashion that is expedient. They are not appropriate taxes in this country where other sources of revenue are ample and the people are prepared to support an equitable tax program by the payment of direct taxes. . . . A tax on articles of mass consumption does it indirectly and in a manner that makes the tax proportionately heaviest on those least able to pay."

Adding insult to injury, the IBA representative further recommended that Congress impose an "excess profits tax" on the wage increases which workers have recently received in defense industries. By way of balancing these extra loads on consumers and workers, he suggested that speculators be treated more lightly by keeping the capital stock tax at \$1.10 per \$1,000 instead of raising it to \$1.25 as the House had done.

The reactions of the Senate Finance Committee members to these brazen proposals are ominous for consumers, low-salaried people and wage earners. The only point of dispute seems to be whether a general sales tax should be imposed this year or next. Senator Barkley of Kentucky, Democratic leader of the Senate declared, "We may have to come to a general sales tax. I am not closing the door to it, but it seems to me we shouldn't do it until we have to."

SUBSEQUENTLY, Republican Senator Vandenberg of Michigan urged a general manufacturers' sales tax of 5% on all commodities except food, clothing and medicine. This would increase the cost of consumer goods by about \$1,250,000,000 a year. Senator Vandenberg pointed

out that present excise taxes cover 5,000 articles of consumption; his general sales tax would double this number. "If you're going to tax half, why not the whole?" he asked. He also urged that a sales tax be adopted this year, because "If you tax 3% this year and establish the principle of a general manufacturers' sales tax, you can boost the level to 6% next year much more easily than you could impose the new tax then."

Senator George came through with another variation of soaking the little fellow by urging a "withholding tax" on all incomes. Under this method a certain percentage of every individual's income would be automatically turned over to the government through deductions from his weekly or monthly pay envelope.

All these developments indicate that consumers in the low-income groups are going to get the dirty end of the stick, unless they can stop this drive to enact a general sales tax and raise taxes on low incomes.

One of the reasons why the House passed such a bad bill was that consumers and low-income groups didn't bring sufficient pressure on their representatives. Unless the Senate hears from the people and hears from them now, the chances are that it will adopt business representatives' proposals to pay defense costs out of low incomes and from taxes on articles of consumption.

Write to your Senators at once urging them to defeat sales taxes which would constitute a threat to the American standard of living. Demand that corporations and high-income groups be made to pay their just share of the tax burden, before additional taxes are imposed on low-income groups.

9 Steps Toward an Equitable Tax Structure

CU has drawn up a program for an equitable distribution of taxes. Ask your Senators to have these proposals adopted.

1. Corporation profits above 6% of invested capital should be considered excess profits; and excess profits should be taxed on a graduated scale beginning at 50% and going up to at least 80%.

2. Undivided profits taxes should be imposed to prevent corporations from increasing their already enormous surpluses, which ultimately means smaller tax payments.

3. The House approval of a 6% surtax on corporation earnings should be passed.

4. The income from all tax-exempt government securities should be taxed, as the Treasury Dept has proposed.

5. Any transfer of wealth—whether by gift, inheritance, or insurance—should be

covered by a single tax (with a rising rate); transfers of wealth of any kind exceeding \$25,000 should be taxed.

6. Upper-income brackets should be taxed more sharply than at present (and loopholes available to rich tax evaders should be closed).

7. Families should be required to file a single joint tax return so that rich husbands and wives are compelled to pay their proper share of taxes.

8. All these sources of revenue should be carefully explored before present tax rates on incomes below \$5,000 are raised, and present exemptions for individuals and married couples are lowered.

9. No sales tax in any form should be adopted; no new commodity taxes should be imposed until the government is getting all possible revenue from the corporations and the rich.

Cumulative Index

Each issue of the Reports contains this cumulative index of principal material carried since publication of the 1941 Buying Guide issue. By supplementing the Buying Guide index with this one, members can instantly locate current material and keep abreast of changes resulting from new tests. Page numbers run consecutively beginning with the January 1941 issue. Jan., 1-28; Feb., 29-56; Mar., 57-84; Apr., 85-112; May, 113-140; June 141-168; July, 169-196; Aug. 197-224; Sept., 225-252.

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A Rise In Milk Prices

... will cut consumers' consumption of fluid milk. And it won't benefit the small farmers. This is what CU's representative told a local milk marketing board

The following is taken from testimony presented by a representative of Consumers Union at a hearing held by the Federal-State Milk Marketing Board in New York City. At the hearing it was proposed to amend the Federal-State Milk Marketing Order by increasing the price of Class I milk for New York City \$1 or more a hundredweight.

... On one of the effects of this proposed amendment we are perfectly clear. Class I milk is strictly a consumer's product—it is what the consumer gets when she goes out to the store and asks for milk. And if the price of Class I milk goes up about a dollar a hundredweight, simple arithmetic shows that the consumer is going to have to pay something like 2½¢ extra, every time she goes out and buys a quart. This 2½¢, added to the already unjustifiably high price of milk, would bring the price to the consumer up to 15¢ or more a quart in the store—higher than milk has been for the last 10 years.

Let us look, for a moment, at how the consumer is equipped to pay this extra cost. Current data on milk consumption show that in New York City the average person, child or adult, drinks only slightly over a cup of milk a day in the form of fluid milk. That's an overall average; experience shows us that it means that low-income groups are getting even less.

What will happen if the price goes up 2½¢—actually 3¢, since most people buy only one quart at a time? We can safely predict that consumption would decrease, particularly among families of low income, who are already living on marginal or sub-marginal diets with respect to protective foods. Many families who have to count every penny that goes out for food will simply be forced to stop buying milk. Welfare and consumer organizations, doctors, and others who are in daily contact with underprivileged people will find they are drinking less milk, and consequently lowering their nutritional standards.

Families will want to know what to do, when they can't afford to buy milk. And we'll have to tell them the best answer that we know—that evaporated milk makes an equally nourishing, and altogether quite satisfactory substitute [at less than half the price].

Now we are quite conscious of the fact that many people simply don't like the taste of evaporated milk. We know that for adults and older children, taste habits have been established, and they would much rather drink fresh milk. But we know, too, that taste habits can be changed; that when economic pressure necessitates, people can conquer their dislikes, and use a cheaper substitute product.

It seems to us that this last big increase in the price of milk, added to the other small increases in past years, might well be the weight that would swing consumer

preference toward evaporated milk. The economic basis would unquestionably be sound; with the proposed increase in Class I, the consumer could buy evaporated milk for less than half the price of fluid. And when we consider that evaporated milk enriched with vitamin D costs no more than ordinary evaporated milk, whereas vitamin D fluid milk sells at a premium, the savings are even greater.

It would be a simple enough matter to continue infants who are drinking evaporated milk on this diet, and not give them the opportunity which is developed only after one is familiar with the taste of fresh milk, to dislike evaporated.

So much for the effect on the consumer. Now let's look at the other side of the ledger—the farmer's side. It is an indisputable fact that at a given consumption level, an increase in the price of Class I milk would mean an increased income to the milk producer. But should the consumption level change... the farmer would be taking a big risk to ask for an increase in Class I price.

It is not necessary here to go into the intricate mechanism of the classified price plan; suffice it to say that milk which is now selling as Class I, and which would be thrown out of that classification if increased prices were to go into effect, would naturally be dropped into a lower price category. And any sizable drop in fluid milk consumption would hit the farmer in the form of a drop in the blend price, even though Class I price were higher than ever before.

Who stands to gain from this scheme? The consumer? Obviously not. He'll be saddled with a 3¢ increase in the price of milk. The farmer? No, it seems highly probable that he too will be a victim, through a drop in the blend price. Then who will make the money the consumer and the farmer lose? Who will collect the gain from both sides?

The milk business is a three-way affair. Consumer and farmer form two ends. The third party is the milk trust. There is abundant evidence in government sources to the effect that the profits of the milk trust have, in the past, been tremendous and unjustified, and at the expense of both consumer and farmer. Is this same trust becoming worried now, lest it be left behind in the race for defense profits?

It seems to us that this kind of manipulation of prices and profits is nothing short of criminal. We cannot look calmly at a situation which threatens to rob thousands of people of desperately needed food, especially at a time when the nation faces a real crisis. The real defense need of this country, according to the President's conference on nutrition, is for a healthy, well-fed people. It is treacherous defiance of national policy to proceed along any lines which might make the people even more undernourished.

For these reasons, therefore, Consumers Union recommends that the amendment proposing an increase in the price of Class I milk be defeated.

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—Springfield (Mass.) News

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● CU has been advising consumers through BREAD & BUTTER to stock up wherever possible on certain items on which prices are rising. If you are planning to lay in a supply of canned goods, you will find helpful advice under

CANNED FRUITS AND VEGETABLES Page 10

CANNED SOUPS Page 60

● If you're going to need any blankets this Fall, better buy them now. See BLANKETS Page 175

do it until we have to."

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Labor: Cigarettes, Shaving Creams

In preparing the labor notes, CU seeks information from all interested sources. Letters are written to the manufacturer or distributor of each product to be listed, and to the union or unions active in the field. Where both AFL and CIO unions exist, both are asked for data.

CIGARETTES

TWENTY-EIGHT thousand men and women work in the cigarette industry. Of these, about a third are members of the Tobacco Workers International Union (AFL). But thousands more benefit by the wage increases which the union has won recently.

Only one major manufacturer, R. J. Reynolds (Camels) is still standing out against any union contract. The TWIU, under new energetic leadership has launched an organizing drive to conquer this fortress of anti-unionism.

But most of the other big companies, although they have signed union contracts for at least part of their cigarette production, are still on the whole non-union. Chesterfield (Liggett & Myers); Lucky Strike (American Tobacco Company); Old Gold (P. Lorillard) and Philip Morris (Philip Morris) are not union-made, states the TWIU, because the contracts do not cover all employees.

The closed shop contracts, with such firms as Brown & Williamson and Axton-Fisher, provide for employment of union members throughout, seniority, vacations with pay, decent working conditions and wage scale agreements. Minimum wages in the closed shops are \$19.35, average \$28, the union states. This compares with an average of \$17-\$18 for all tobacco factories.

"All of the companies who are partially unionized pay their non-union employees the same wage rates that are obtained by us for our union members," the union writes. But the open shops pursue a sweatshop policy in their non-union plants, charges the TWIU.

Chalk up to the credit of the American Tobacco Company one policy all manufacturers might well imitate: it has promised to pay its employees called for military service the difference between their regular pay and selective service pay for a one-year period, and guarantees their jobs on their return.

The following brands are union-made, and carry the union label on the package:

Avalon
Carmen
Clown
Kool
Raleigh

Spud
Twenty Grand
Viceroy
Wings
Yankee Girl

SHAVING PREPARATIONS

TWO of the brands of shaving preparations tested are made under union contracts, CU finds. The brands are Lifebuoy (made by Lever Brothers Co.) and Pinaud (Pinaud, Inc.). Both these companies pay minimum and average wages which are higher than the two non-union plants from which CU has received information.

All the plants of Lever Brothers Co. except the St. Louis plant have contracts with AFL unions. Both the Cambridge, Mass., and the Hammond, Ind., plants (where Lifebuoy Shaving Cream is manufactured) operate under contract with locals of the United Soap, Glycerine and Edible Oil Workers Union (AFL).

The Cambridge plant employs approximately 25 women and 15 men in its shaving preparations department. The minimum wage rate for women is \$23 for a 40 hour week; for men, \$31. According to the company, the standard work week averages from 35 to 40 hours. At the Hammond plant, wage rates are slightly higher. The minimum wage rate for women is \$24 for a 40 hour week; for men, \$32.20. The average weekly rate for men is between \$38 and \$40. In both plants regular employees work from 48 to 50 weeks a year, with one to two week vacations with pay, according to length of service.

Pinaud, Inc. (NYC) has a closed-shop contract with the Cosmetic Soap and Perfumery Workers Union (AFL). The minimum wage for both men and women is \$20 for a 40 hour week.

CU is informed by the Union Label Trades Dep't of the AFL that local AFL unions exist in the Long Beach, Calif., and the Portsmouth, Va., plants of Procter & Gamble Co. CU's requests brought forth no information, however, concerning labor conditions in these plants from either the company or the union.

Both Noxzema Chemical Co. and Trade Laboratories, Inc. (Latherall, Latherless and Latherite) have informed CU that they are non-union. In both of these companies the minimum weekly wage is \$16.

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The Docket

Notes on government actions against misleading advertising, false claims, dangerous products

The Federal Trade Commission has taken action against:

Helena Rubinstein, Inc. The company has been ordered to stop making misleading representations in the advertisement and sale of its "Town and Country Face Powder," "Eye Lash Grower Cream," "Eye Lash Cream and Darkener" and "Egg Complexion Soap."

The Commission charges that the company has claimed that its powder is "pre-expanded" in manufacturing so that it will not draw moisture from the skin, and will not leave it dry or produce enlarged pores and blackheads. The company also claims that its eyelash preparations will promote growth of eyelashes and keep them from breaking and that its soap will purify the skin.

The Commission declares that the company's claims are exaggerated, false and misleading because: (1) the primary purpose of face powder is to absorb excess moisture and cover shiny skin. Face powder itself will not cause enlarged pores or blackheads as a result of swelling in the pores; (2) the eyelash preparations have no properties that are of any value in promoting the growth of eyelashes or in keeping them from breaking; (3) the egg content of the "Egg Complexion Soap" has no value for the complexion and the soap will not purify the skin beyond cleansing its surface.

Lucien Lelong, Inc. This well-known cosmetic and toilet goods house will no longer carry on the labels of its products or in its advertising words or symbols which indicate that the preparations were made in foreign countries. This is the basis of an agreement made with the FTC. The company will not use the words "Paris" or "London" to imply that its products were made in France or England. It may, however, state from what country the ingredients in its preparations originate, provided that the statement is accompanied by another statement to the effect that the preparations are compounded in the United States.

The company also agrees to stop using French or other foreign terms to describe their preparations unless the terms are accompanied by an English translation. When foreign names are used as trade names for Lucien Lelong products, they must be accompanied by a conspicuous statement that the product is compounded in the United States.

This action is similar to that taken by the FTC when it ordered Philip Mor-

ris & Co. to cease representing that its cigarettes were an English brand. (See "The Docket" February 1941 Reports.)

The Federal Trade Commission has issued a complaint against:

Battle Creek Drugs, Inc. and Consolidated Royal Chemical Corp., distributors of *BonKora*, an alleged reducing agent and obesity treatment. According to the Commission the companies have advertised:

Drinking a glassful of chilled orange juice mixed with a tablespoonful of *BonKora*, two times a day and eating their fill of the delicious foods . . . it is claimed has made many people lose from 7 to 67 pounds. . . .

The Commission charges that the companies' representations are false and misleading, since the preparation will not accomplish the claimed results. In reality, says the Commission, *BonKora* is a saline cathartic containing magnesium sulphate, supplemented by the laxative action of buckthorn and cascara barks. It may be used with safety only for the temporary evacuation of the bowels; repeated use of it may be habit-forming.

The Commission's complaint also states that the use of *BonKora* by anyone suffering from symptoms of appendicitis is dangerous.

The Food and Drug Administration has seized:

Quaker Puffed Wheat Sparkies (Quaker Oats Co.). The shipment was seized because of false and misleading statements on the labels regarding vitamins.

The FDA objected to labels making such statements as: "I'm Vitamin A. I help fight colds and infections"; "I'm Vitamin G. Children can't grow without me." Similar statements appeared regarding vitamins B, C, and D.

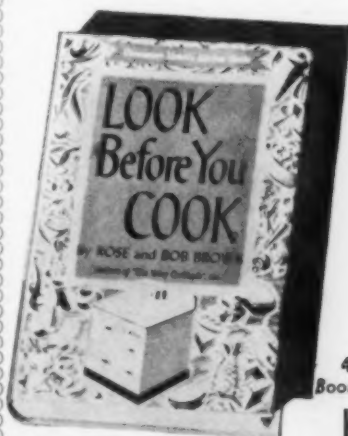
The FDA contended that these therapeutic claims are not justified by the amount of vitamins in *Sparkies*. The FDA also objected to a statement on the package label declaring: "Just eat your regular breakfast of fruit, whole milk, and *Quaker Puffed Wheat* or *Rice* and you'll get 40% or more of your minimum day's vitamin needs as recommended by nutritional experts."

According to a leading food trade journal, "the FDA is particularly concerned about the growing tendency in the food industry to make therapeutic claims for foods." The FDA "does not object to fortification of foods with vitamins," the journal states, "but insists label statements must be truthful and not exaggerate vitamin benefits."

A New Kind of Cookbook

Rose and Bob Brown, the famous authors (with the assistance of CU) of this unique book have cooked and shopped all over the U.S. They tell you how to select food in the store . . . where you need top quality and where you can use less expensive grades . . . new ways of using and serving canned goods.

For the first time in any cookbook, you are given, along with chapters on cooking and delightful recipes, a host of facts on kitchen accessories, electrical appliances, cleaning supplies . . . answers to pertinent questions on nutrition and the vitamins . . . brand name ratings of many products.



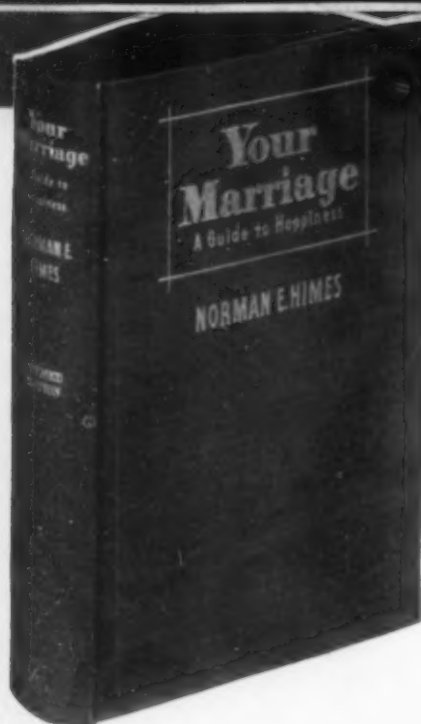
"The book of the month, so far as I am concerned is *Look Before You Cook*. By careful use it should be possible to effect notable reductions in expenditures for food, and at the same time to secure better food."—JOHN T. APPLEBY, Washington (D.C.) Post

"A 100,000,000 Guinea Pigs for the kitchen. Very good in its field."—Charlotte (N.C.) News

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Sex life in marriage.
Testing your happiness.
Intelligent buying.
Best buy in life insurance.
Making the budget balance.
Adopting a child.

SINGLE?

Choosing a mate.
Premarital sex relations.
Premarital examination.
How to predict happiness.
Engagement.
Wedding and honeymoon.
Early marriage.



A Note About the Author

DR. NORMAN E. HIMES, author of some 40 articles, 100 reviews and 300 abstracts, was born in Jersey City, N. J., on August 4, 1899. He was educated at Harvard University, to which he remained faithful, taking his B.S. there in 1923, his M.A. in 1924 and his Ph.D. in 1932. He was also a traveling fellow of the Social Science Research Council from 1925 to 1927, and is now Professor of Sociology at Colgate University.

Before accepting his present post at Colgate, Dr. Himes taught at Simmons College, Simmons School of Social Work, and at Clark University.

Dr. Himes was married in Cambridge, Mass. in 1924.

He is the author of *Medical History of Contraception*, *The Truth About Birth Control*, *A Guide to Birth Control Literature*, *Practical Birth Control Methods*, was editor of several sociological volumes and has contributed to leading economic, sociological and medical journals here and abroad.

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